

Including Comparison of Opinion Leaders with Mainstream

2014 Mid-Year Community Survey

Tracking Core Values & Expectations

Prepared Expressly for...



July 2014

Conducted by...

Strategy Research Institute
An Institute for CONSENSUS BUILDING
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Section 1.0

Purpose statement

The present scientific survey of registered voters throughout the City of San Pablo was designed to accomplish three (3) specific objectives:

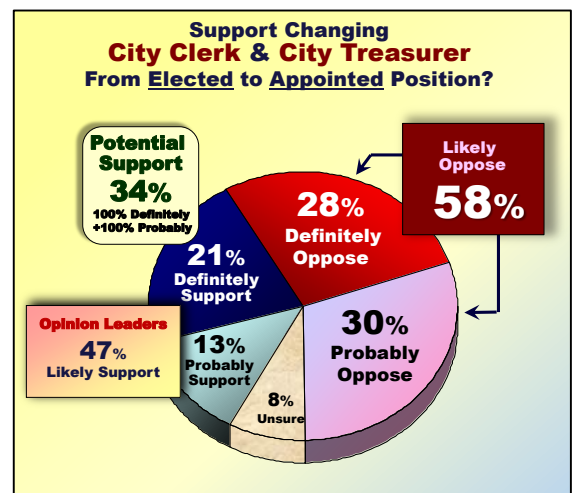
- ☑ First, and foremost, the study was designed to determine whether or not there is **sufficient support** among San Pablo voters to change the City Clerk and City Treasurer positions from being **elected** to being **appointed** by City Council.
 - ☑ Second, the present scientific survey has a “longitudinal” component designed to identifying the collective **CORE VALUES** and **EXPECTATIONS** among San Pablo voters, over time. This was done by comparing the *findings* from the present scientific survey with the *findings* from a similar study conducted in January 2014.
- There is no more powerful and/or useful *intelligence* available for purposes of public policy decision-making than longitudinal data. This is the very form of “intelligence” that is needed for determining what type of PUBLIC OUTREACH will be most effective in accomplishing the goals AND expectations of City officials as they go about providing the highest possible *quality of life* for all San Pablo residents.
- ☑ Third, City officials wanted to secure input from constituents regarding certain matters that are presently underway or in the planning stages; specifically, the possible replacement and/or relocation of **Doctors Medical Center**.

Section 2.0

Key Findings

Finding #1: Do NOT, at the present time, ask San Pablo voters to authorize changing the City Clerk and City Treasurer positions from being elected to being appointed by City Council.

As can be seen in the graphic at right (also refer to Figure 1), if a Measure were to be placed on the local ballot, today, asking San Pablo voters to authorize changing the **City Clerk** and **City Treasurer** positions from being elected to being appointed by City Council, it would **FAIL** to secure requisite voter support needed for passage. Likely support would be slightly over one-third (34%, at best); nearly sixty percent (58%) of local voters presently oppose this idea. Local Opinion Leaders concur.



This collective perception among San Pablo voters is, undoubtedly, due to the fact that they have NOT been adequately informed, to date, of the benefits of having these two positions being appointed vs. elected. Local voters have NOT been made to understand, for example, that...

- BOTH positions have become highly technical through the years. Candidates for City Clerk and City Treasurers MUST meet professional standards; these positions are NO LONGER 'political' in nature, as in the past...and they have no policy-making authority. Instead, their responsibilities are now based upon such factors as **training, experience, formal education, and professional certifications**.
- It costs the City approximately \$20,000 every four years to conduct these elections; thus, making a shift from elected to appointed positions represents a significant cost reduction to the City.
- For most cities throughout California and the United States these positions are, today, APPOINTED by City Council. In fact, of the 478 cities in California, nearly 75% of all City Clerks and 65% of City Treasurers are appointed; not elected positions.

At the present time, however, the San Pablo electorate wants to have a say (through the ballot) about who handles the responsibility on behalf of the City for both positions.

That said, since nearly half (47%) of local Opinion Leaders within the local electorate expressed a willingness to support such a shift, there is every reason to believe that if City officials make a concerted effort to reach out to constituents and explain the historical significance of the present policy and the rationale that underlies the desirability to shift these positions from being elected to being appointed by City Council, that such a shift will, indeed, be embraced in the not too distant future. Therefore, this Measure should NOT be placed before San Pablo voters for another year or two.



Finding #2: Relatively few San Pablo residents are aware of San Pablo recently earning the 'All America City' distinction award; yet, when informed of this fact, they see significant benefits to the City.

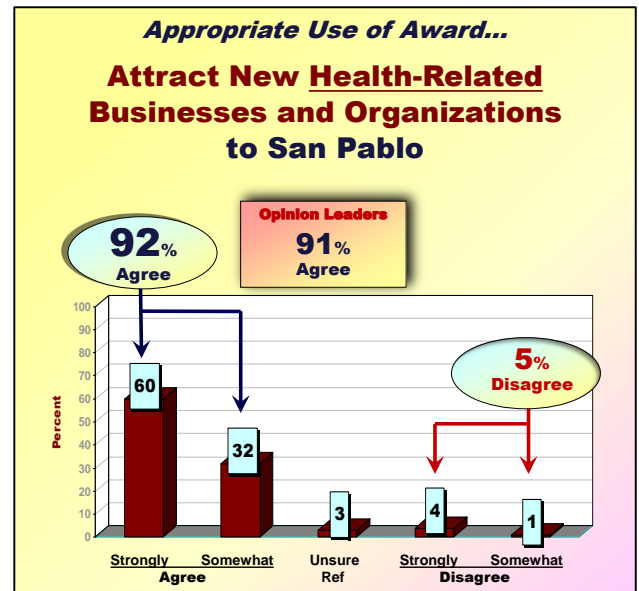
As seen in the graphic at left (also refer to Figure 2), little more than one quarter (27%) of the respondents in the present scientific survey were aware, prior to the present interview, that the City of San Pablo had recently received the **HIGH HONOR** from the National Civic League of being granted

the '**All America City**' award. However, over half (51%) of local Opinion Leaders were aware of this fact.

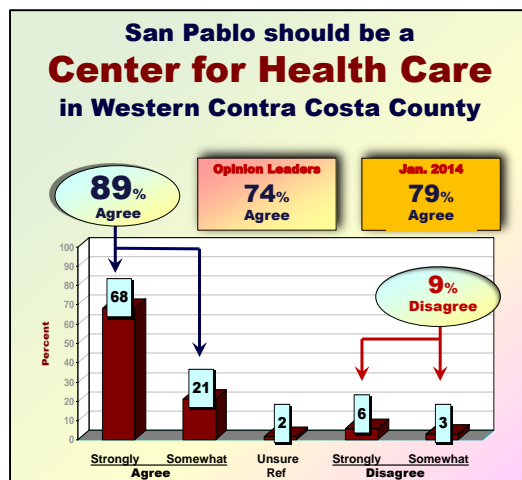
An overwhelming majority (84%) of local voters and nearly eighty percent (78%) of Opinion Leaders said the fact that the City was granted this award is, indeed, significant (refer to Figure 4A).

Virtually everyone (92% of voters and 91% of Opinion Leaders) agreed with the notion that the '**All America City**' status should be leveraged to attract new health-related businesses and organizations to San Pablo (see figure at right, also refer to Figure 4B); thus, enhancing the health services available to local residents AND, simultaneously, creating new high-paying jobs.

Slightly less, but still a huge majority of respondents (84% of voters and 81% of Opinion Leaders) agreed with the notion that the '**All America City**' status should be used to encourage local stores and restaurants to promote the sale of healthy foods and beverages in order to address the growing crisis of childhood obesity throughout the City.



Finding #3: There is a clear CONSENSUS among local residents that City officials should continue their efforts toward turning San Pablo into a Center for HEALTH CARE in western Contra Costa County.



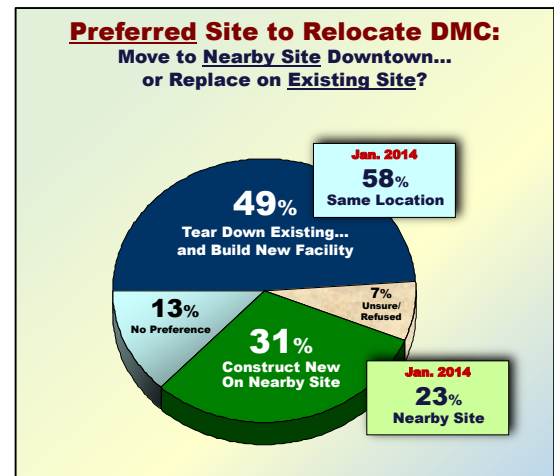
There is a clear CONSENSUS among local residents that City officials should continue their efforts toward turning San Pablo into a **Center for HEALTH CARE** in western Contra Costa County; this can be seen in the graphic at left (also refer to Figure 5).

In fact, this sentiment is increasing over time. When asked this same question approximately six months earlier, 10% fewer (79%) agreed with this notion.

Finding #4: There is **NO CONSENSUS** on whether the DMC should be demolished and rebuilt on the existing site OR moved to a nearby site (e.g. to the Circle S redevelopment site).

In keeping with the notion of making San Pablo a **Center of Health Care** in western Contra Costa County, respondents in the present scientific survey were asked if **Doctors Medical Center** (DMC) should be demolished and replaced at the existing site with a state-of-the-art medical facility OR if a new state-of-the-art hospital should be constructed nearby (e.g., on the Circle S redevelopment site only blocks away from the present DMC location). On this topic, there is NO CONSENSUS.

As can be seen in the graphic (at right, also refer to Figure 7), on the one hand, nearly half (49%) of respondents said the existing hospital should be demolished, with a new medical facility constructed on the existing site in downtown San Pablo; on the other hand, approximately a third (31%) said they would prefer that a new state-of-the-art medical facility be constructed on a nearby site (e.g., on the Circle S redevelopment site).



What is telling, however, is that when asked the very same question in January 2014, nearly sixty percent (58%) said they would prefer that the existing outdated hospital be demolished and replaced on the same site, with a state-of-the-art hospital. Therefore, clearly, the trend is to move the DMC hospital to a nearby location such as the Circle S property. This is in keeping with the City's vision of turning the Circle S property into a **MEDICAL CAMPUS**.

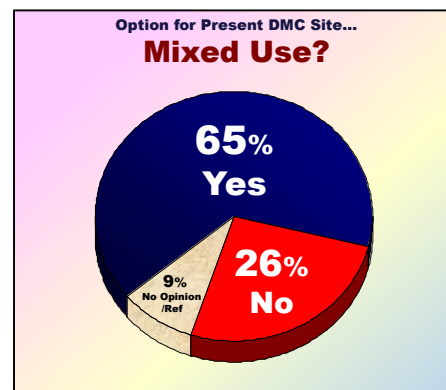
Finding #5: Assuming the DMC is relocated to a nearby property (such as Circle S), there is a clear desire among San Pablo voters that the existing DMC site become a **MIXED-USE** development and used for such things as a new hotel, additional shopping, new housing, among other uses.

It was explained to respondents in the present survey that should **Doctors Medical Center** be relocated to the Circle S project site, the property where the medical facility presently stands could be used for a variety of purposes. They were told that City officials are entertaining the possibility of developing this site, which is located adjacent to the

Lytton Casino, into a multi-use business and housing development. This would have two sets of benefits for San Pablo residents.

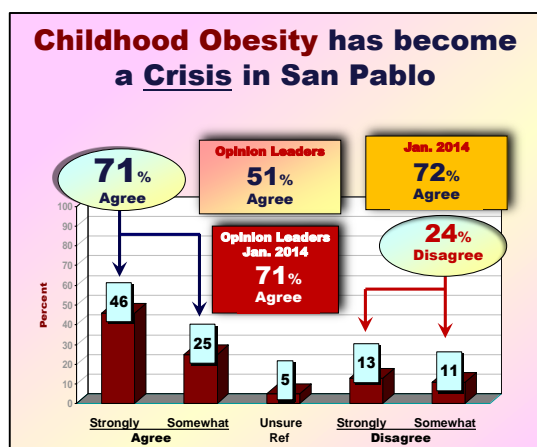
First, it would provide new mixed-use development such as a hotel, additional shopping, and other commercial activities for local residents, including new housing; second, and far more important, it would create jobs.

As can be seen in the graphic at right (also refer to Figure 8), nearly two-thirds (65%) of the respondents embrace this idea.



Finding #6: Childhood obesity in San Pablo continues to be perceived as a CRISIS.

Respondents were asked if they AGREE or DISAGREE with the notion that **Childhood obesity** has become a crisis in San Pablo; thus, something has to be done to help local youth.



As can be seen in the graphic at left, over seventy percent (71%) of the respondents either strongly or somewhat agreed with this statement. This is consistent with the *findings* from the January 2014 survey; in that case 72% agreed with this notion. What is particularly telling, however, is that concern over childhood obesity in San Pablo has DECREASED by 20% among Opinion Leaders, from 71% in January to just over a majority (51%), today. This *finding* sends a message to City officials that a greater emphasis should be placed on this topic, going forward; for example, with respect to public outreach and expediting programs designed to address this crisis.

Finding #7: When looking forward, San Pablo voters remain OPTIMISTIC.

When looking to the future, San Pablo voters remain OPTIMISTIC; 74% of the respondents said they, "...have a sense that 'good things' are happening in San Pablo that will create additional jobs and enhance the overall *quality of life* for local residents (refer to Figure 20).

Section 4.0 Conclusion

We truly appreciate the opportunity to partner with the **City of San Pablo**, once again, in designing and administering the present scientific, voter survey.

This report concludes with three (3) Addenda.

Addendum 'A' contains a comprehensive set of charts, graphs, and tables wherein the empirical *findings* from this scientific survey are represented.

Addendum 'B' contains a copy of the research instrument (questionnaire) showing percentages for each question in the survey.

Addendum 'C' contains a brief discussion of the Research Design and Methodology employed in the present study.

Should you wish additional input from SRI regarding the interpretation of the *findings* presented herein, we remain telephone close and we monitor our e-mail quite closely.



Addendum A

Figure 1
San Pablo Community Survey
July 2014

Support Changing... **City Clerk & City Treasurer** From Elected to Appointed Position?

Question 6.1: To change the City Clerk and City Treasurer from elected to appointed positions requires, by law, authorization from the local electorate; therefore, City officials are considering placing an Initiative on the November 2014 ballot...asking San Pablo voters to weigh in on this matter. If such a Measure were to be placed on the November 2014 ballot, would you vote YES or NO on a Measure asking voters to authorize changing the position of City Clerk and City Treasurer from an ELECTED position to an APPOINTED position?

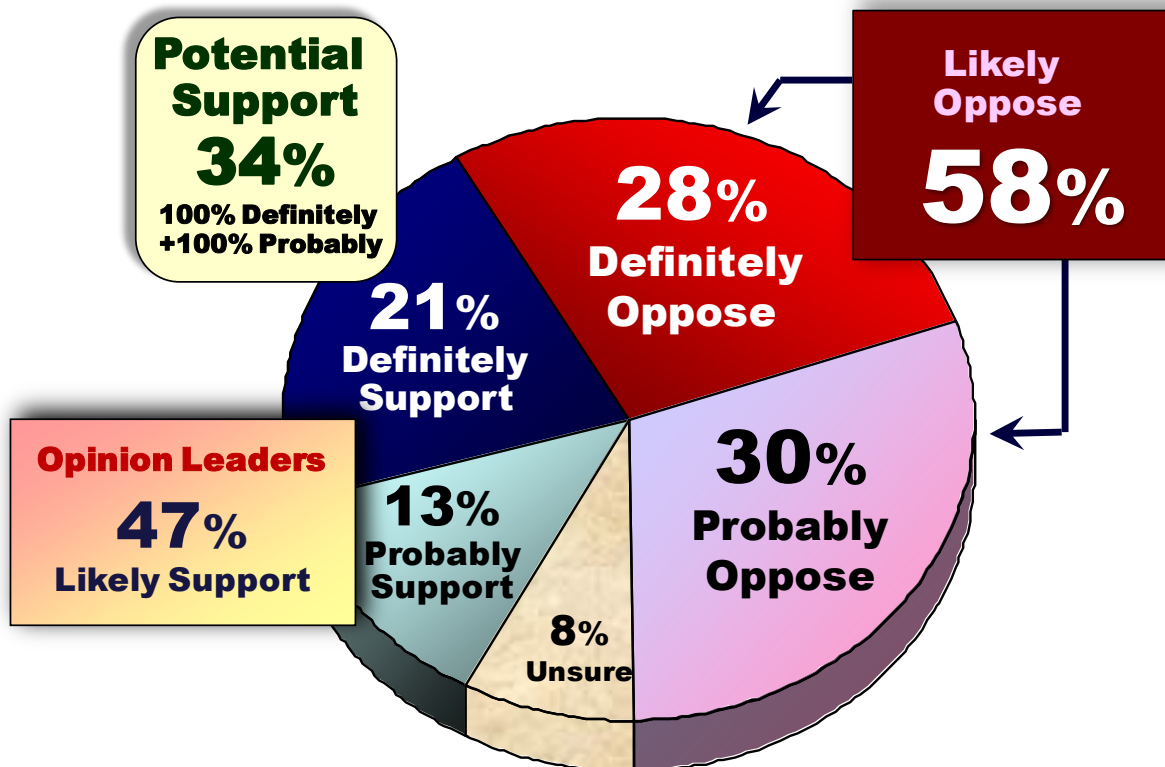


Figure 2
San Pablo Community Survey
July 2014

Aware that San Pablo...
Received a High Honor from
the National Civic League?

Question 5.1 Before today's interview, were you aware of the fact that the City of San Pablo recently received a high honor from the National Civic League?

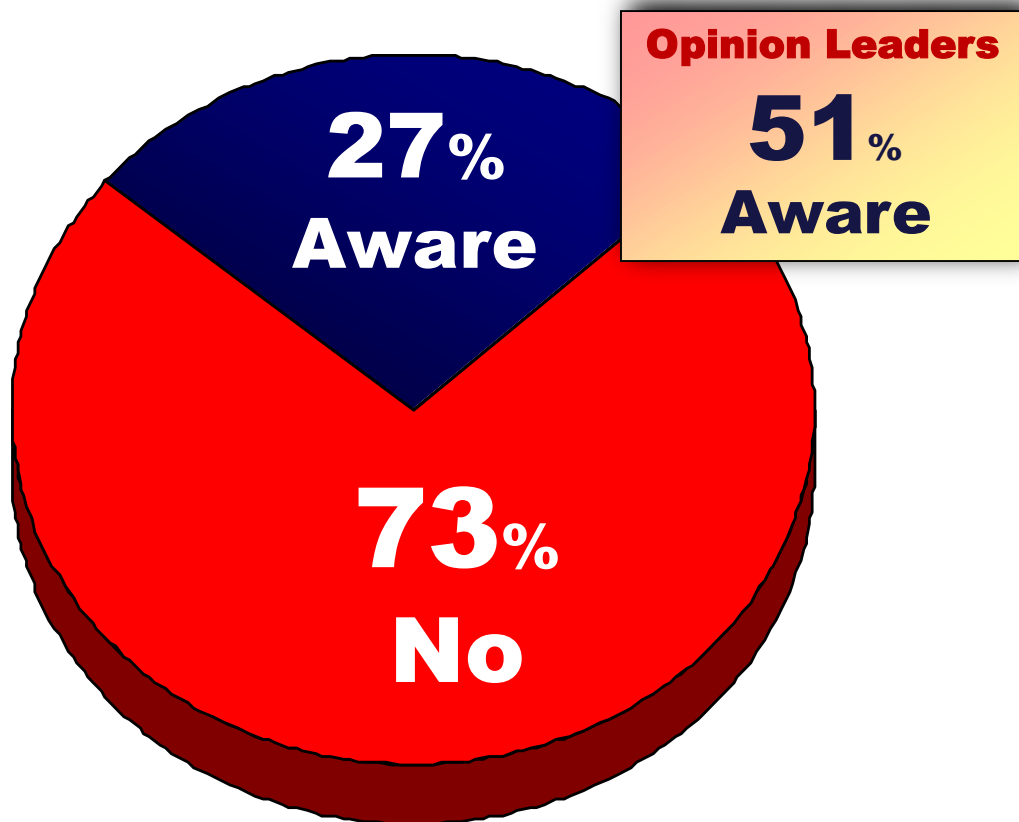


Figure 3
San Pablo Community Survey
July 2014

Can You **Name** the Award The City of San Pablo Recently Received?



Figure 4A
San Pablo Community Survey
July 2014

Award Granted to City of San Pablo... **All-America City Award**

Question 5.3: The award granted to the City of San Pablo last month by the National Civic League was the All-America City Award. This is the oldest community recognition program in the nation. It recognizes Cities whose citizens work together to identify and tackle community-wide challenges and achieve uncommon results. San Pablo earned this award for its efforts toward making San Pablo the **City of Healthy Choices**. In your opinion, as a resident of San Pablo, how significant is this award?

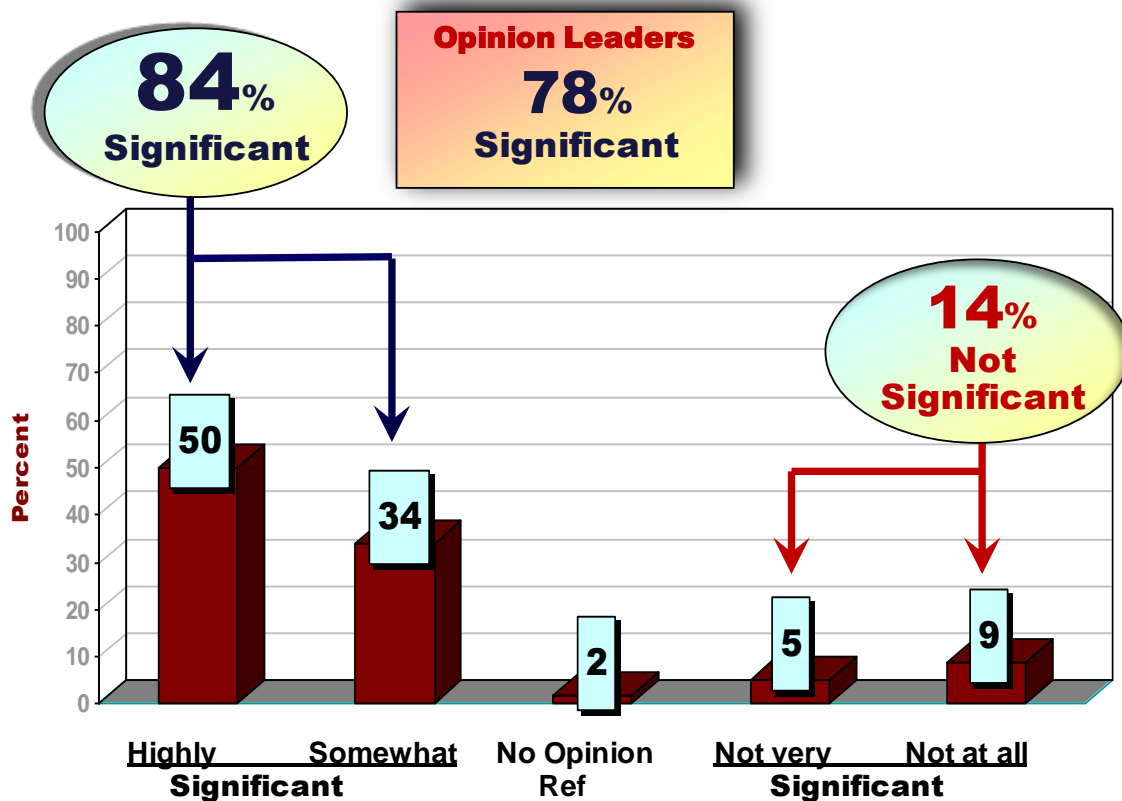


Figure 4B
San Pablo Community Survey
July 2014

Appropriate Use of Award...

**Attract New Health-Related
Businesses and Organizations
to San Pablo**

Question 5.3A: City officials plan to leverage this award to attract new health-related businesses and organizations to San Pablo; thus, enhancing the health services available to local residents AND simultaneously creating new high-paying jobs. Do you AGREE or DISAGREE that this is an appropriate use of the All-America City Award.

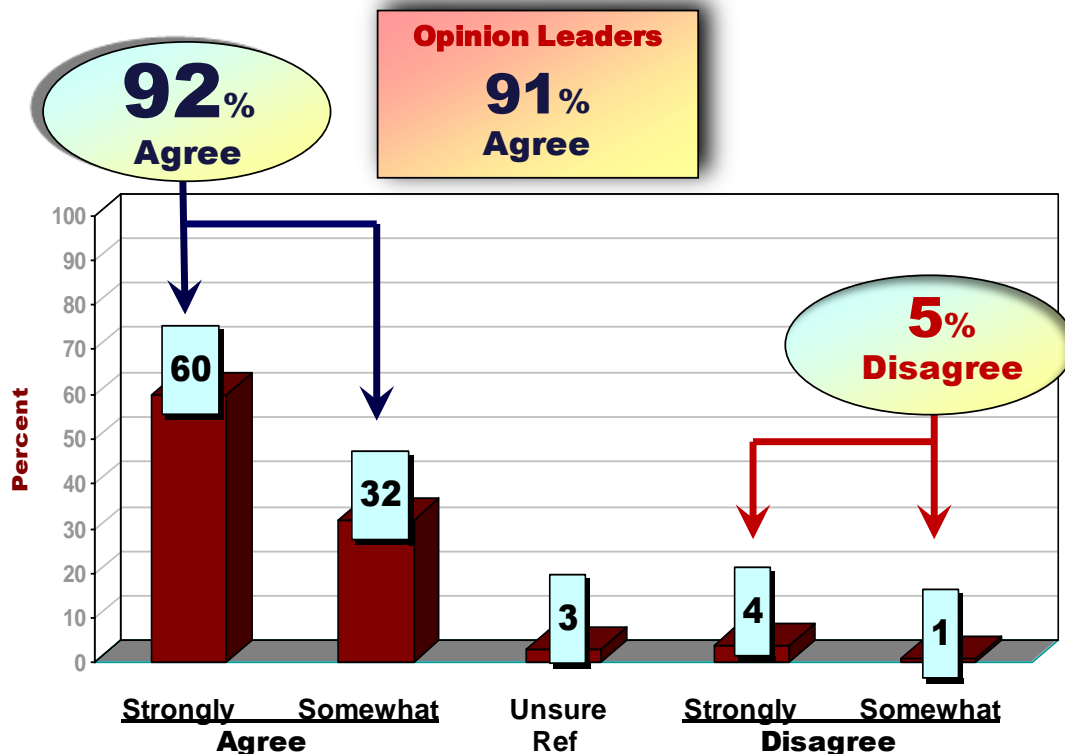


Figure 4C
San Pablo Community Survey
July 2014

Appropriate Use of Award...
Encourage Local Stores &
Restaurants to **Promote**
Sale of **Healthy Foods and Beverages**

Question 5.3B: City officials also plan to use this award to encourage local stores and restaurants to promote the sale of **healthy foods and beverages**, in order to address the growing crisis of childhood obesity in San Pablo.

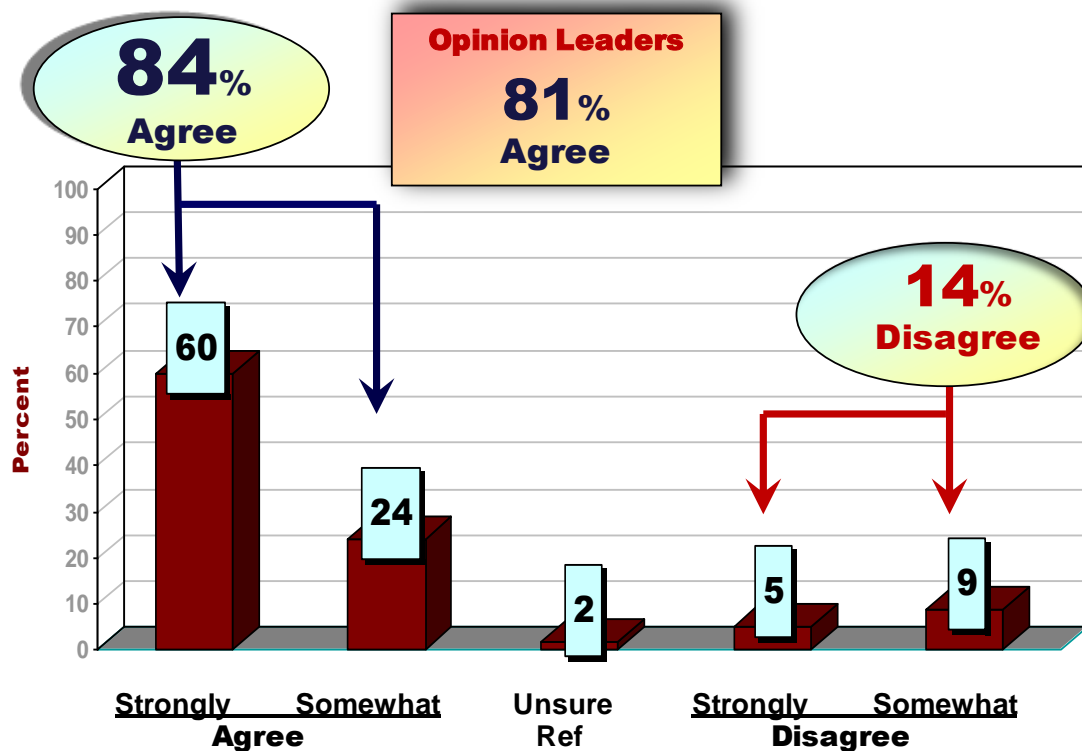


Figure 5
San Pablo Community Survey
July 2014

San Pablo should be a Center for Health Care in Western Contra Costa County

Question 3.4: City officials should continue with their efforts to turn San Pablo into a center for HEALTH CARE in western Contra Costa County.

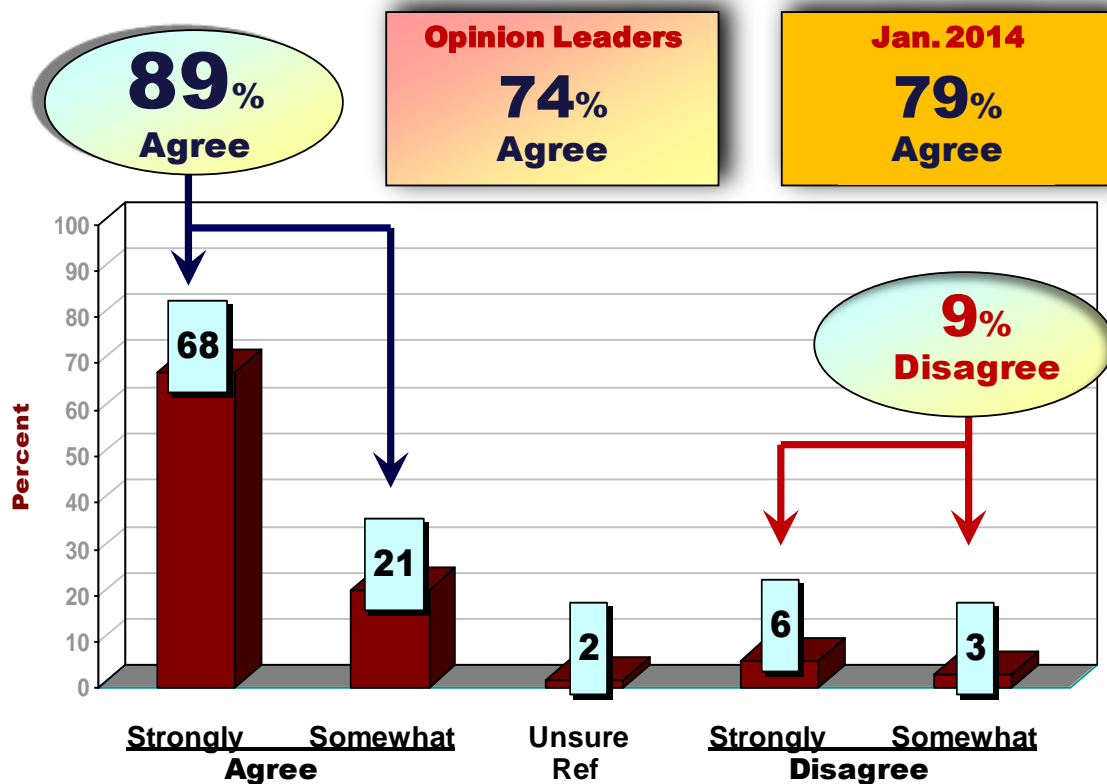


Figure 6
San Pablo Community Survey
July 2014

Emergency Medical Services are **Lacking** for San Pablo Residents

Question 3.2: Emergency Medical Services are lacking for San Pablo residents.

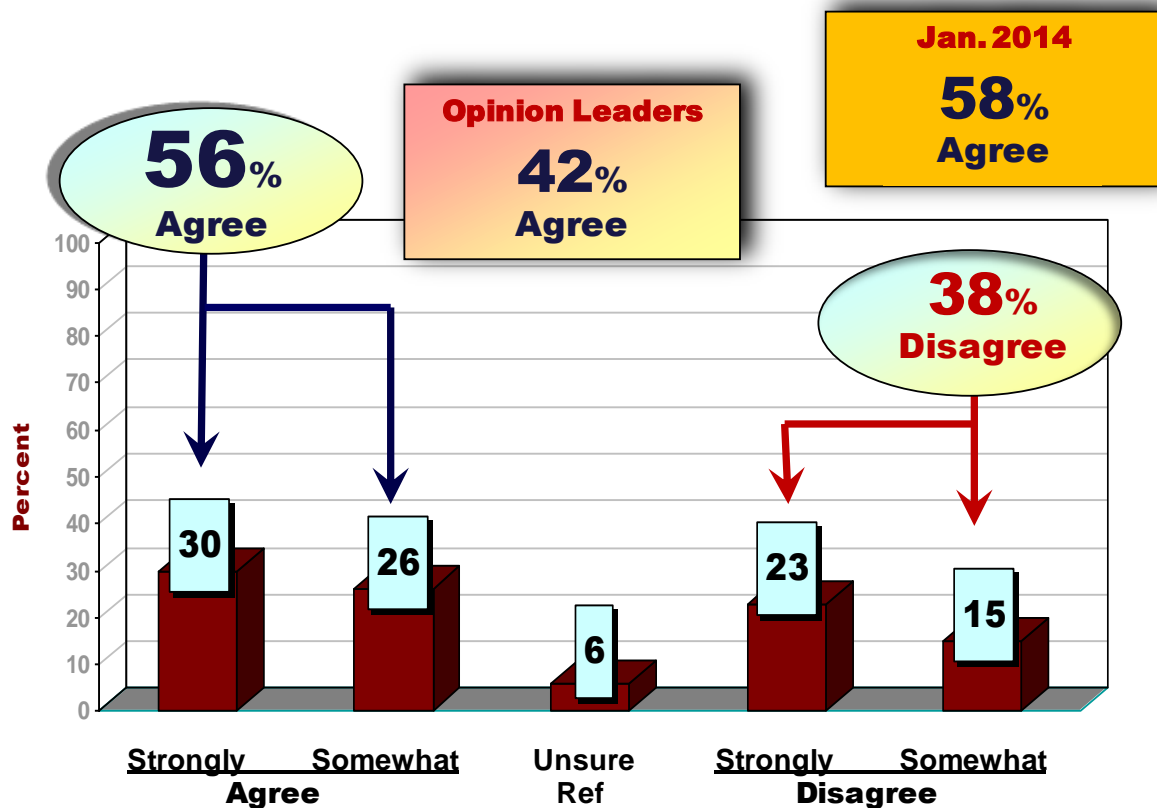


Figure 7
San Pablo Community Survey
July 2014

Preferred Site to Relocate DMC: **Move to Nearby Site Downtown...** **or Replace on Existing Site?**

Question 7.1: One proposal under consideration is to vacate the existing medical facility and construct a brand new, state-of-the art emergency care or urgent care center at a different location; specifically on the Circle S property only blocks away from it's present site. Another proposal under consideration calls for the existing medical facilities to be torn down and replaced with state-of-the-art medical facilities on the site where Doctors Medical Center presently stands. Which approach would you support?

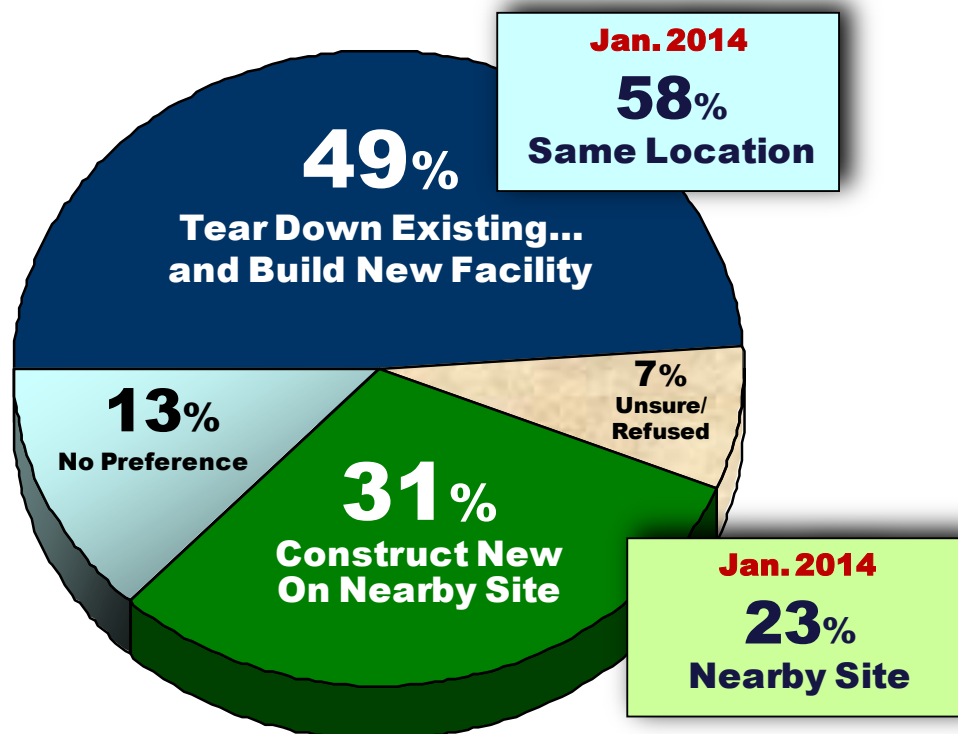


Figure 8
San Pablo Community Survey
July 2014

Option for Present DMC Site... **Mixed Use?**

Question 8.0 Assuming Doctors Medical Center vacates its present location and constructs a new state-of-the-art emergency care or urgent care center on the Circle S property, should San Pablo officials be encouraged develop the former DMC site as a mixed-use development?

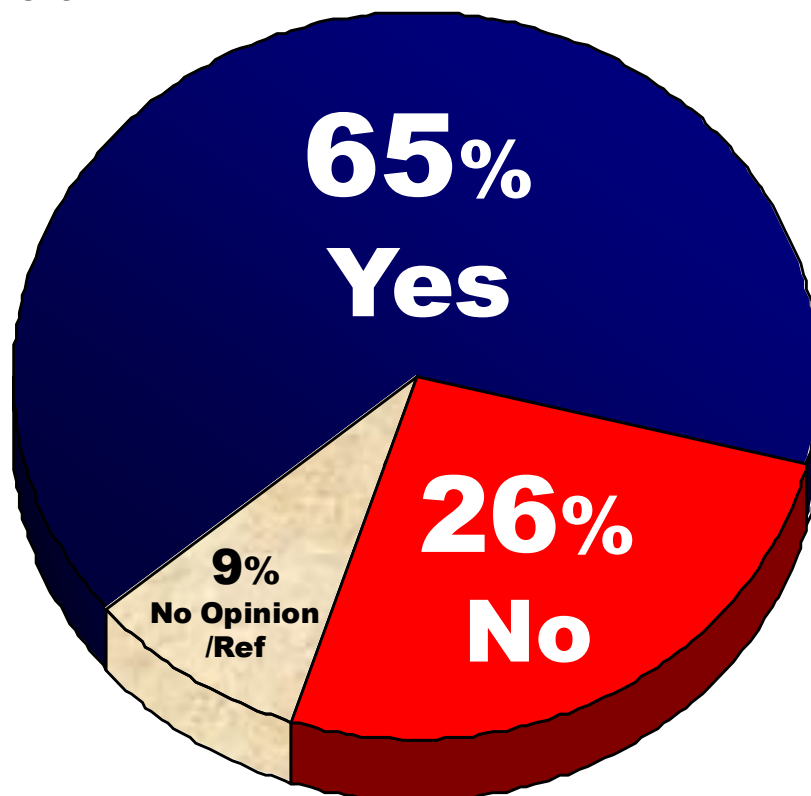


Figure 9
San Pablo Community Survey
July 2014

Childhood Obesity has become a Crisis in San Pablo

Question 3.3: Childhood obesity has become a crisis in San Pablo; thus, something has to be done to help local youth.

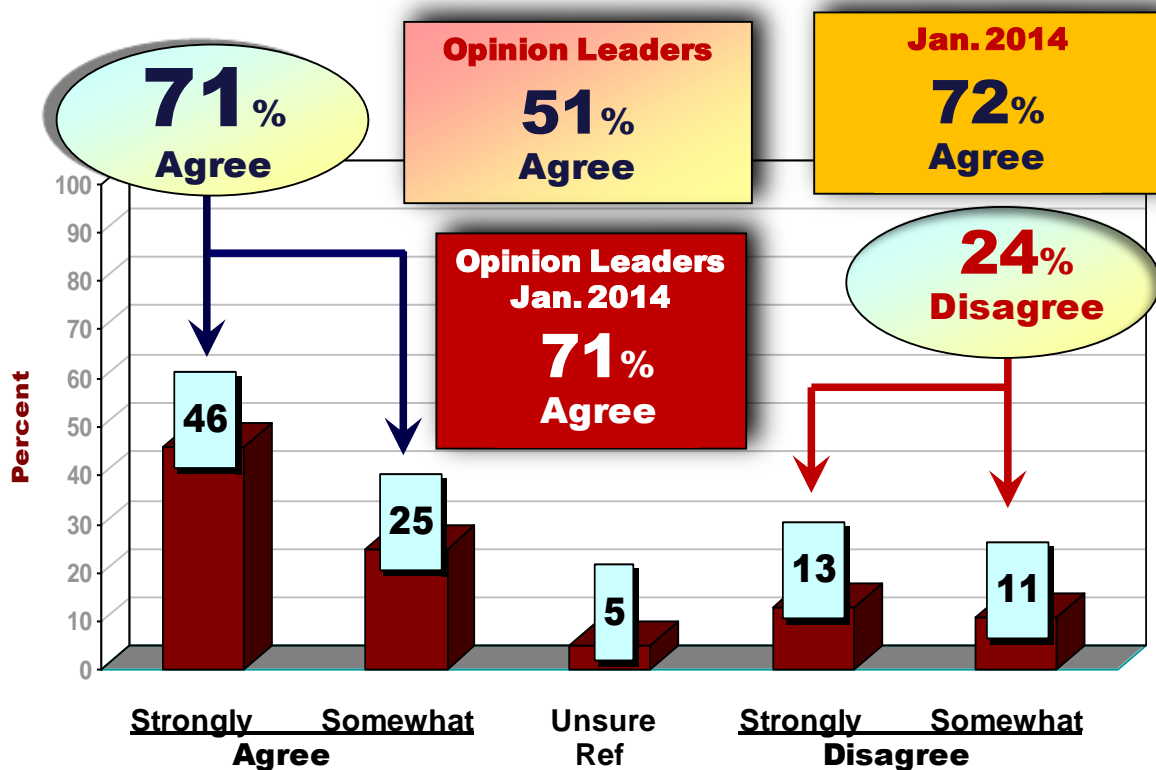
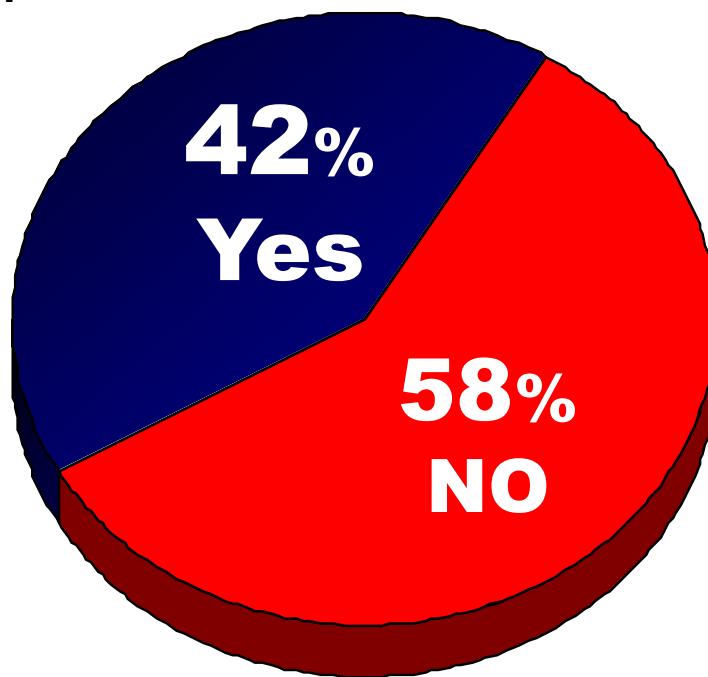


Figure 10
San Pablo Community Survey
July 2014

Issues of Concern (Front-end of Mind)

Question 1.0: Is there a Local Issue you are especially concerned about today?



Question 1.1 **Top Three Issues of Concern:**

30%	Closure of Doctors Hospital
18%	Crime
7%	Trash



Figure 11
San Pablo Community Survey
July 2014

Local Issues of Concern (Core Values)

Question 2.0: I will read a list of local concerns. Please tell me, in order of priority, which three of these local issues are of most concern to you today.

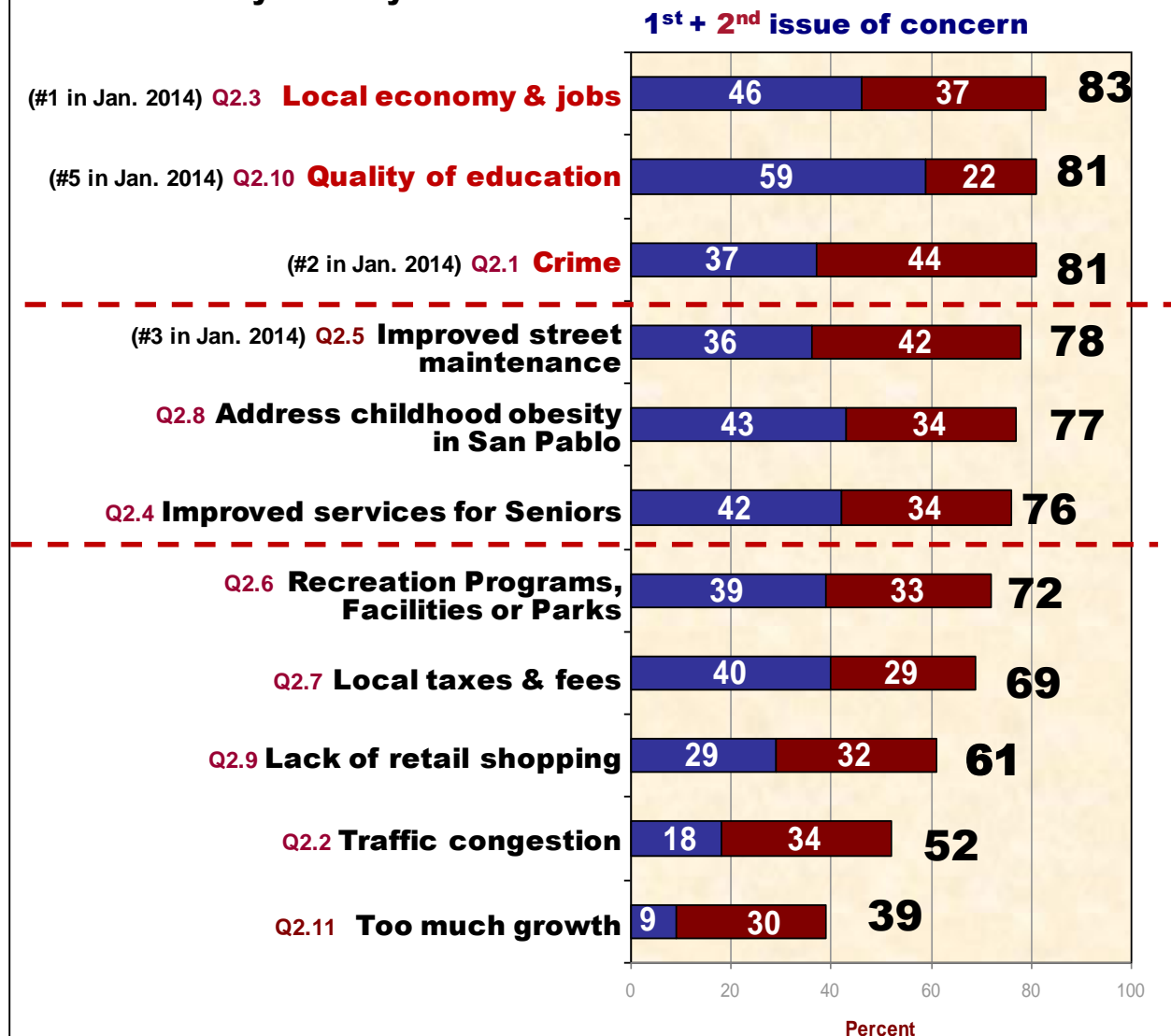


Figure 12
San Pablo Community Survey
July 2014

San Pablo is a great community... I am happy to be a resident

Question 3.1: San Pablo is a great community; I am happy to be a resident.

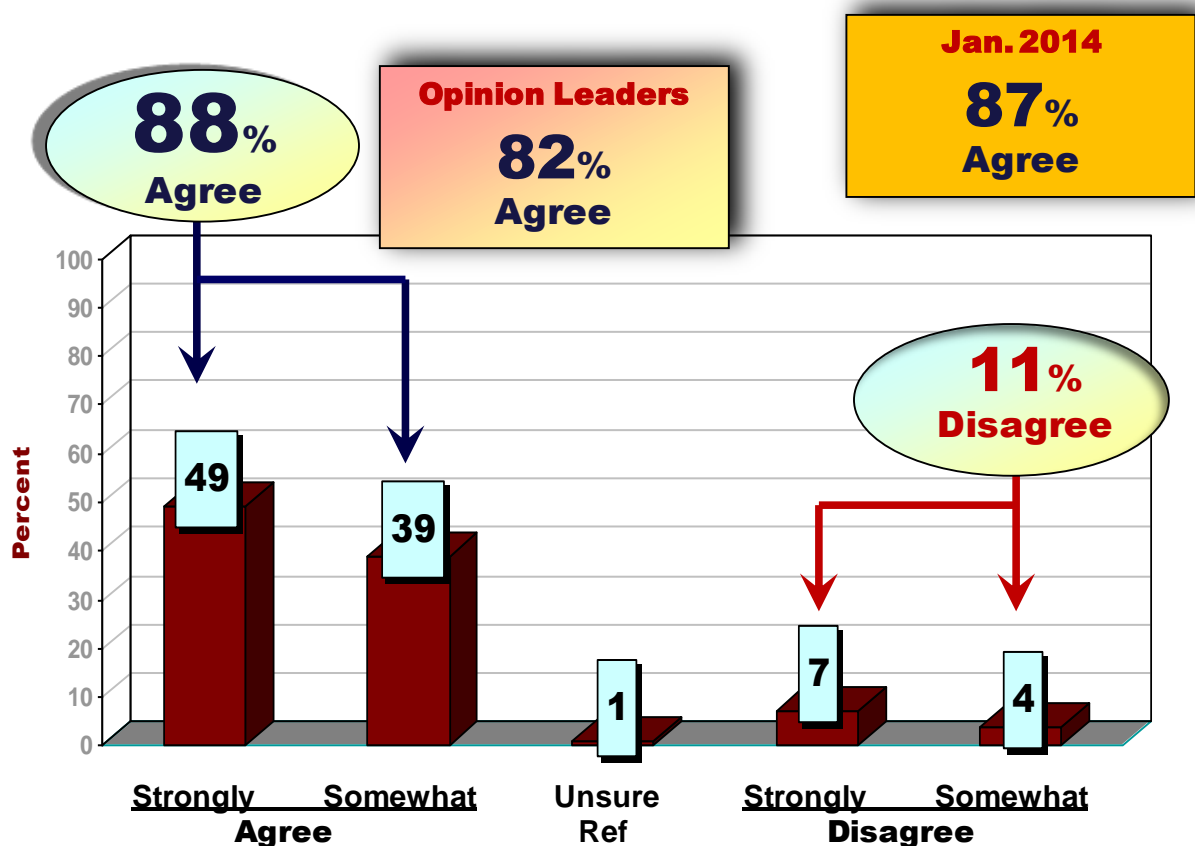


Figure 13
San Pablo Community Survey
July 2014

Taxes are Already Too High... I Would Never Vote for a Tax Increase

Question 3.5: Taxes are already too high. I would never vote for a tax increase.

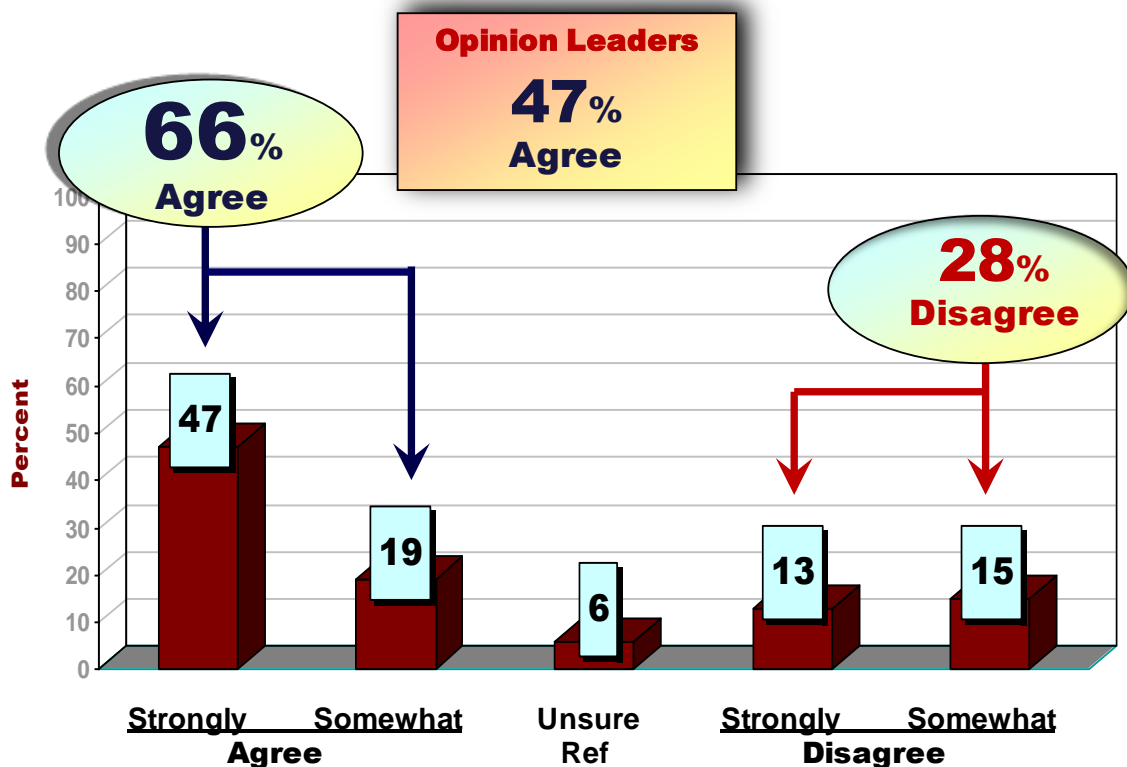


Figure 14
San Pablo Community Survey
July 2014

Senior Services are Essential

Question 3.6: Senior services are essential, thus, are part of what local government **MUST** provide to seniors who reside in San Pablo.

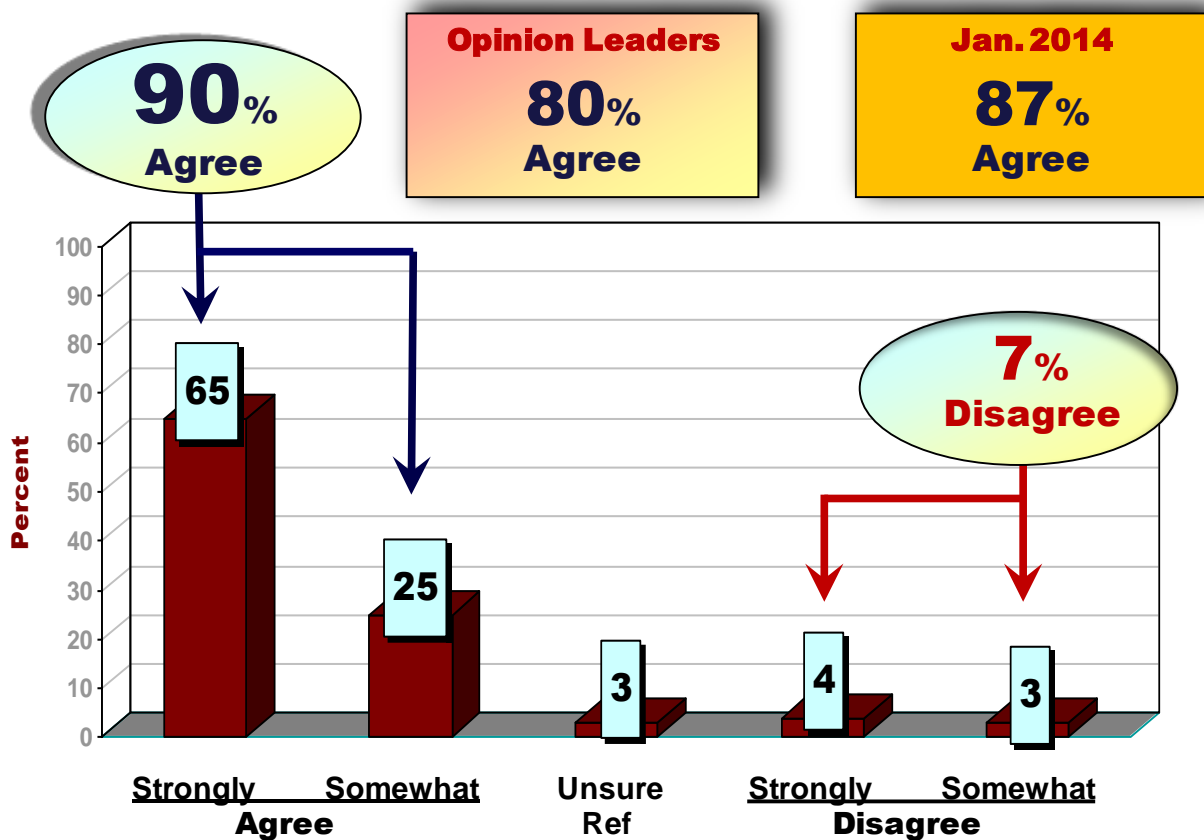


Figure 15
San Pablo Community Survey
July 2014

Satisfaction with... **City-Sponsored Programs & Services**

Question 4.1: Overall, how satisfied are you with the quality of City-sponsored programs & services available to the residents of San Pablo?

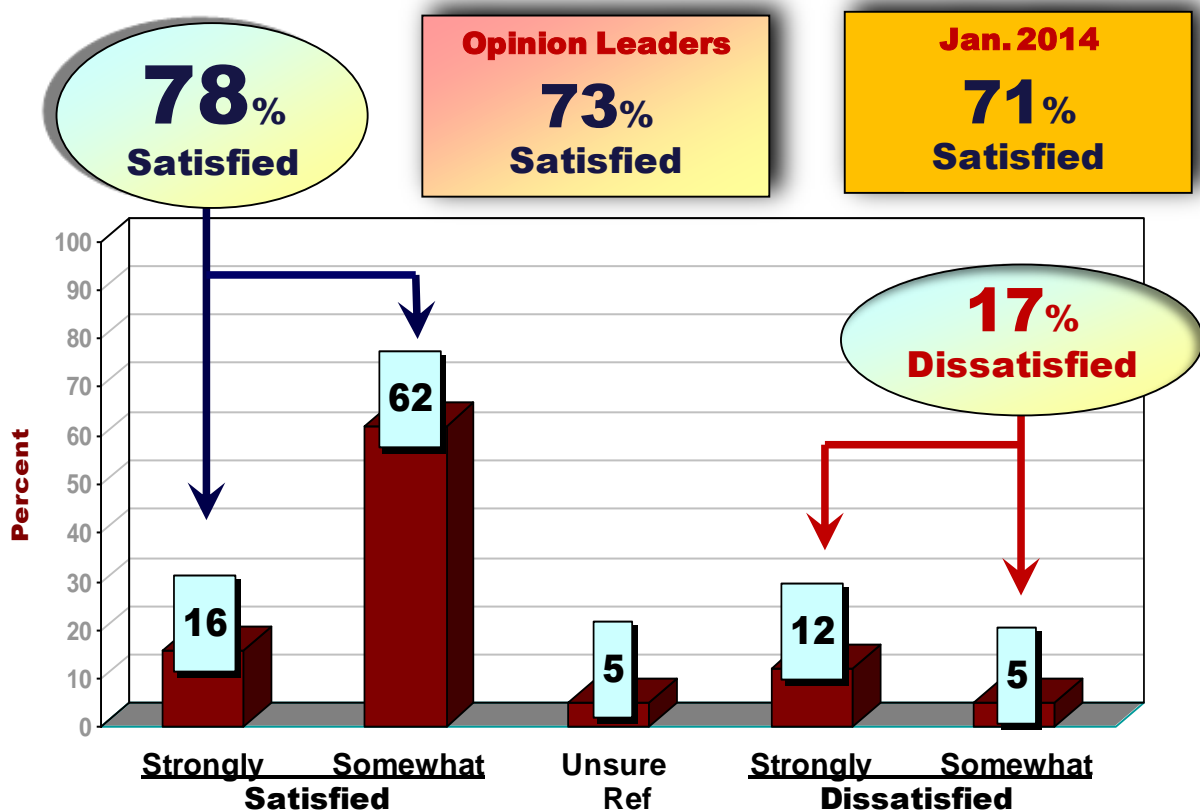


Figure 16A
San Pablo Community Survey
July 2014

Satisfaction with... Public Library Facilities

Question 4.2: How satisfied are you with public library facilities and resources available to the residents of San Pablo?

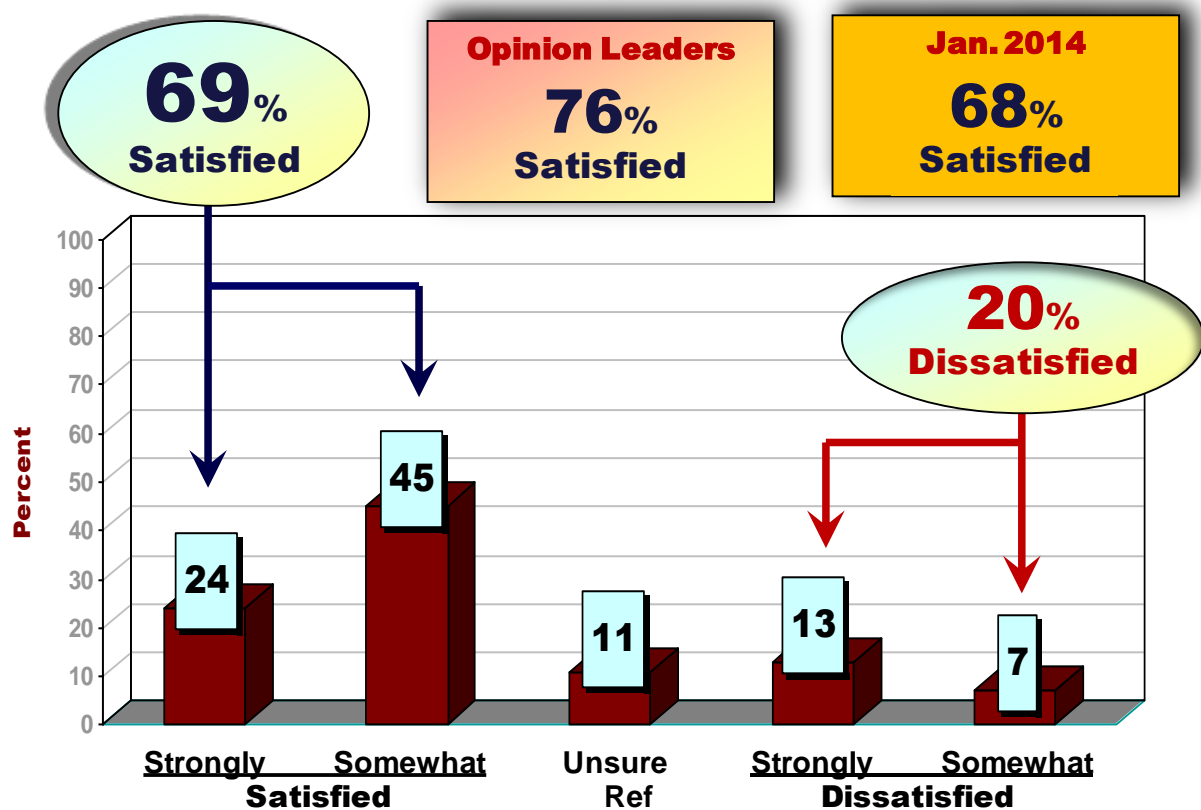


Figure 16B
San Pablo Community Survey
July 2014

San Pablo **Public Library** Facilities Should be Expanded?

Question 4.2a Would you like to see the San Pablo Public Library facilities expand with a newer facility and more resources available to local residents?

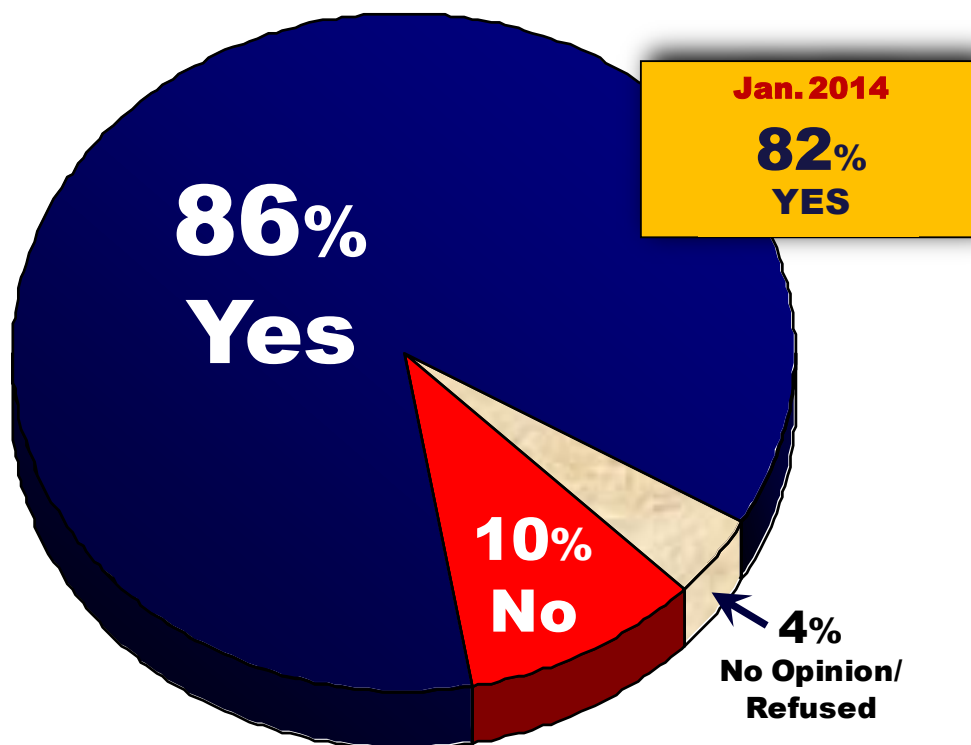


Figure 17
San Pablo Community Survey
July 2014

Satisfaction with City-owned... Parks, Trails & Recreation Facilities

Question 4.3: How satisfied are you with the City-owned parks, trails, and recreation facilities available to the residents of San Pablo; for example, the Wildcat Creek Trail, which is part of the Bay Trail?

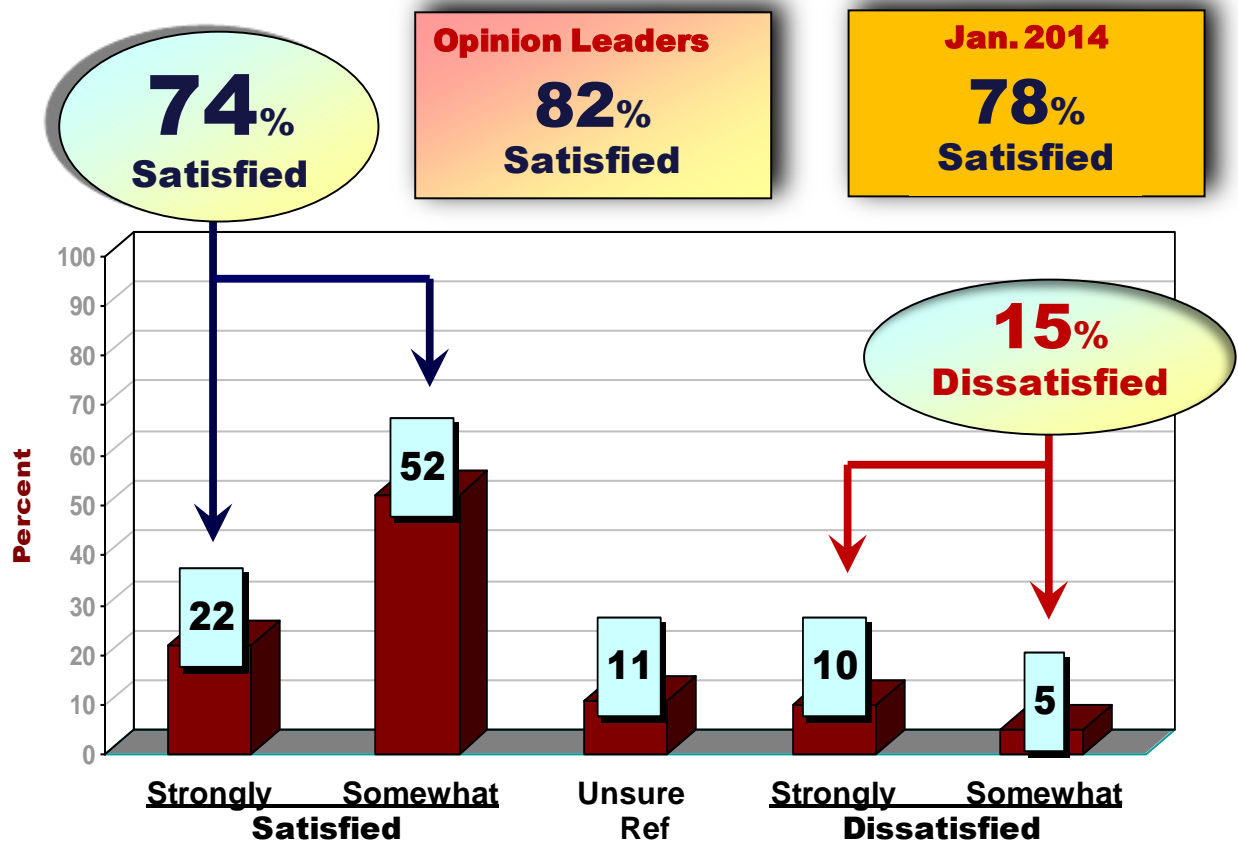


Figure 18
San Pablo Community Survey
July 2014

Satisfaction with Level of... Street Maintenance

Question 4.4: How satisfied are you with the level of street maintenance throughout the City of San Pablo?

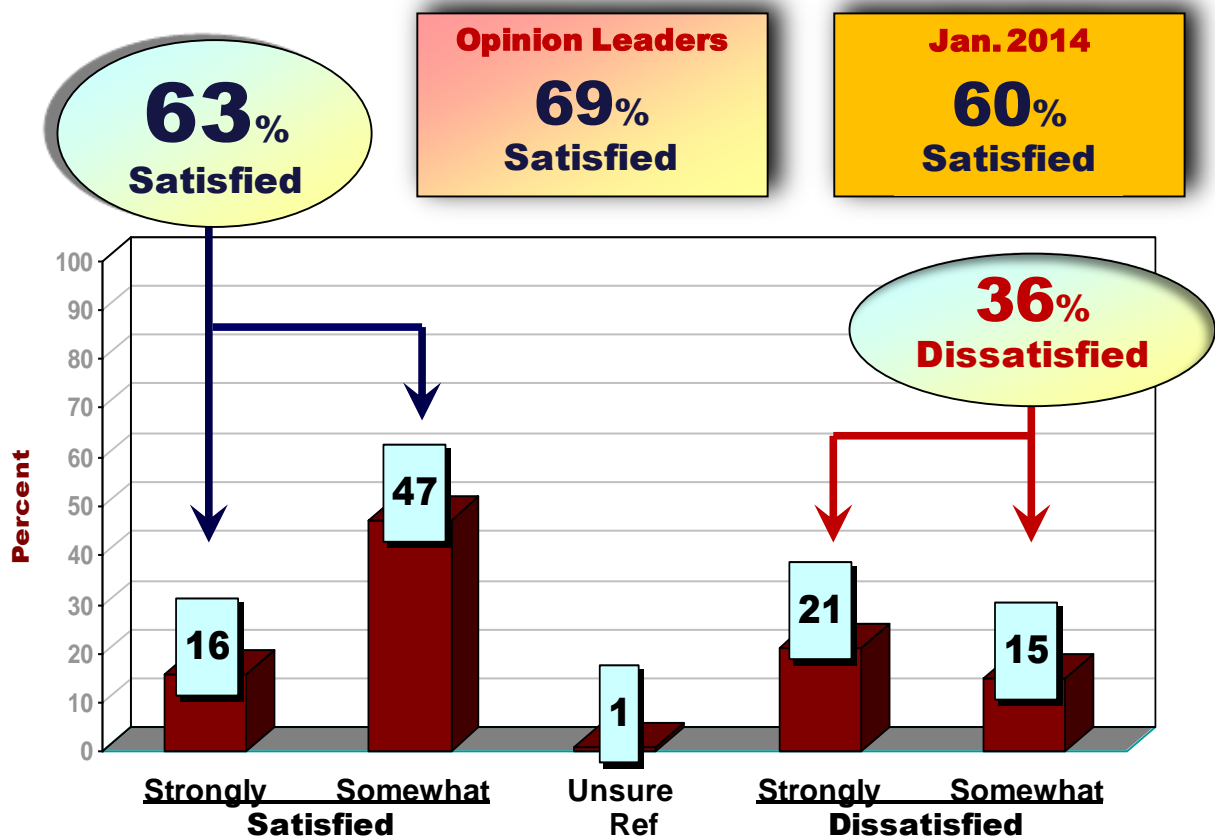


Figure 19
San Pablo Community Survey
July 2014

Satisfaction with... **Manner You Are Treated** when you have Dealings with City Government Employees

Question 4.5: How satisfied are you with the manner in which you are treated when you have dealings with City government employees, either over the phone or when you visit City Hall to take care of personal business?

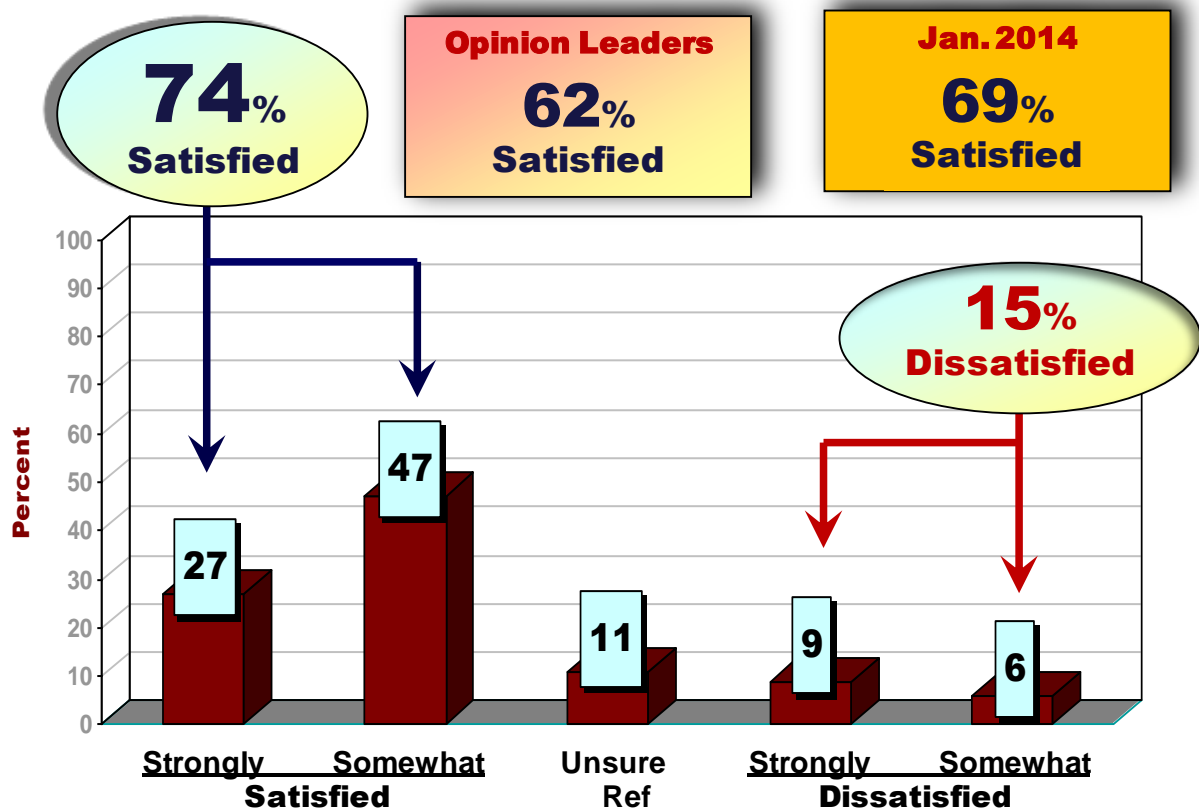


Figure 20
San Pablo Community Survey
July 2014

Optimism about the Future

Question 9.0: When looking to the future, are you optimistic and have a sense that “good things” are happening in San Pablo that will create additional jobs and enhance the overall *quality of life* for local residents; or, are you pessimistic about the future of San Pablo, with respect to its ability to attract new business, create new jobs, and take positive steps towards enhancing the *quality of life* for local residents?

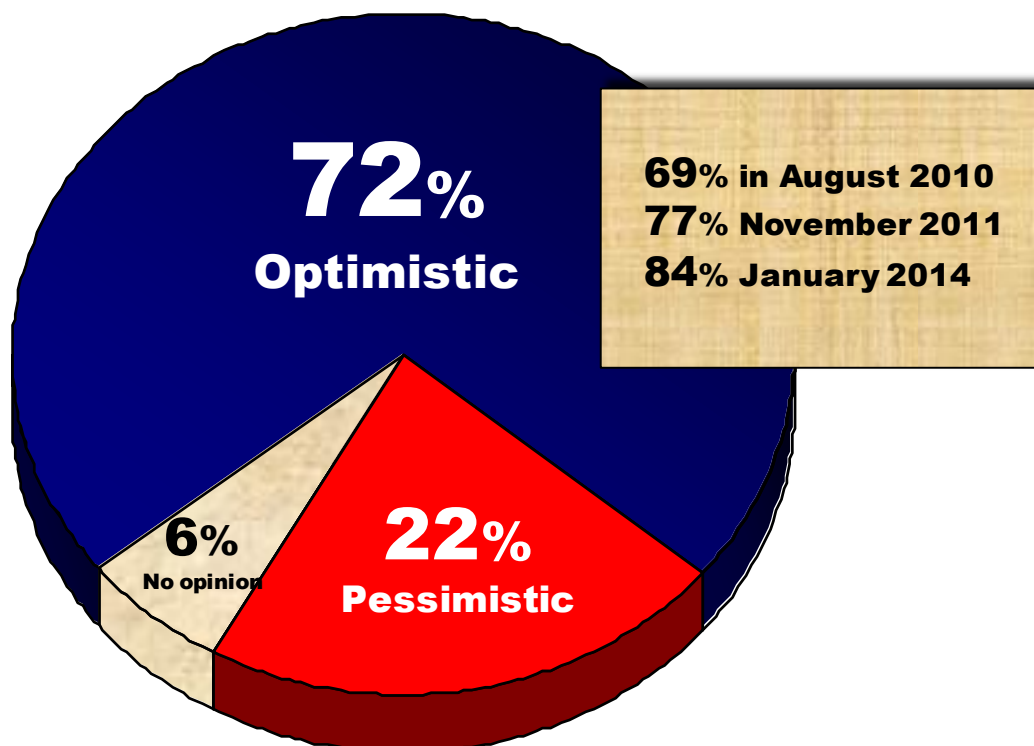


Figure 21
San Pablo Community Survey
July 2014

Sources of Information Used to Secure Information about City-sponsored Activities & Programs

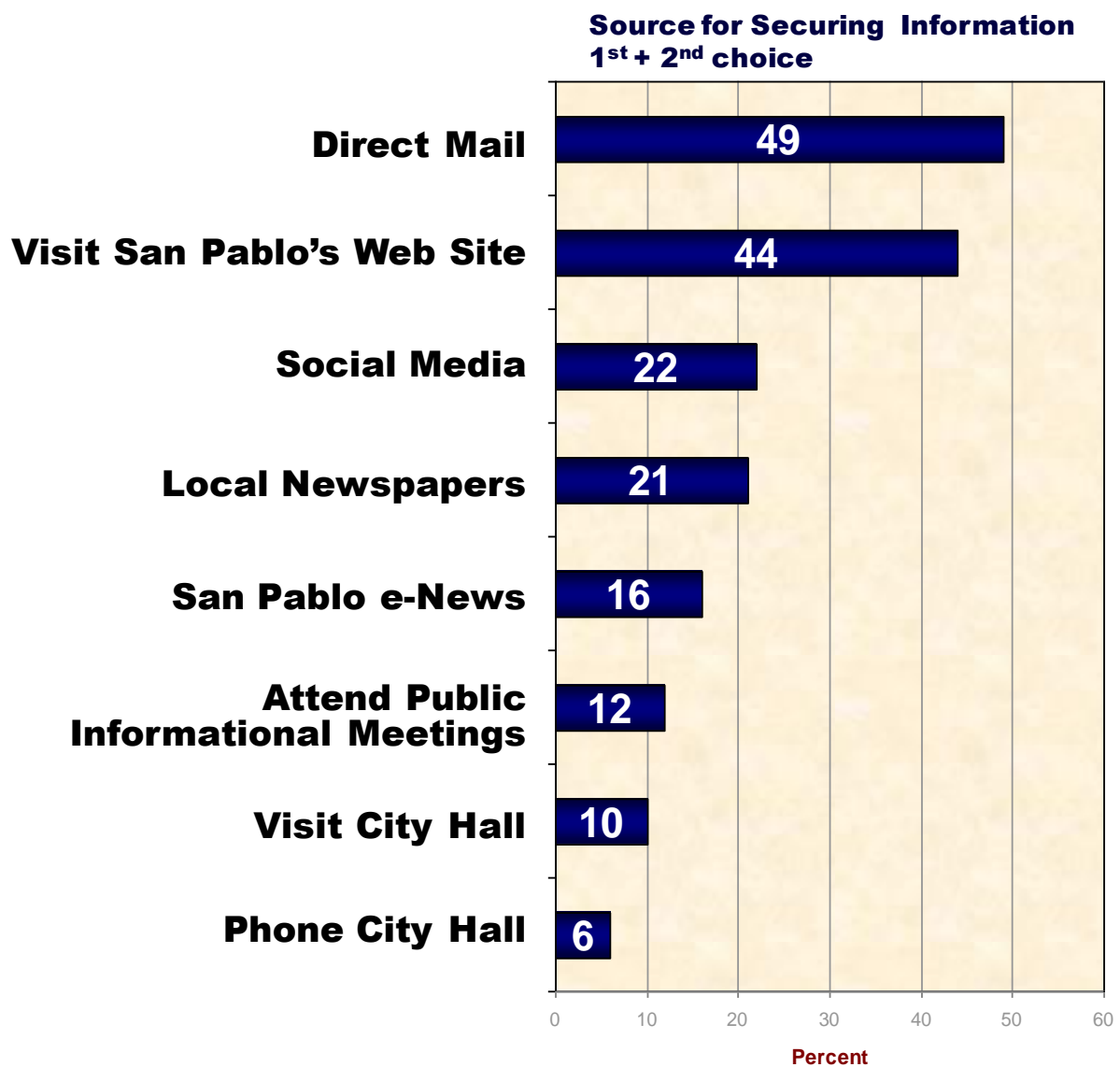


Figure 22A
San Pablo Community Survey
July 2014

Demographics of Survey Respondents

Length of Residency

0 to 5 years	20%
6 to 10	15%
11 to 25	34%
Over 25 years	30%
Refused	1%

Age

18 to 30	17%
31 to 40	10%
41 to 50	13%
51 to 65	27%
Over 65 years	30%
Refused	3%

Household Income

Under \$25,000	24%
\$25,001 to \$50,000	34%
\$50,001 to \$75,000	16%
\$75,001 to \$100,000	9%
Over \$100,000	6%
Refused	11%

Ideology

Liberal	39%
Moderate	31%
Conservative	22%
Refused	8%

Home Ownership

Own	57%
Rent	40%
Refused	3%

Education

Less than High School	8%
High School	22%
Some College	31%
College Graduate	27%
Graduate School	10%
Refused	2%

Ethnicity

Caucasian	29%
Hispanic	23%
African American/Black	28%
Native American	1%
Native Hawaiian	3%
Asian	9%
Other	7%

Gender

Male	47%
Female	53%



Figure 22B
San Pablo Community Survey
July 2014

Demographics of Survey Respondents

Area of Residence

East I-80/San Pablo Hills	9%
Old Town, South of Brookside	9%
North San Pablo, Leroy Heights, CC College	43%
West I80, Casino Hospital Area, City Hall	31%
Refused	8%

of Children Under 18

None	72%
One	11%
Two	11%
Three or more	4%
Refused	2%

Voting Propensity

Low	37%
Moderate	42%
High	21%



Addendum B

CITY OF SAN PABLO

2014 MID-YR. COMMUNITY SURVEY**N=400****OPINION LEADERS 14.5%**

Hello. My name is _____ and I am with the SURVEY RESEARCH INSTITUTE. We are conducting a survey for the **City of San Pablo**. City officials would like to learn more about the current concerns, perceived needs and interests among its constituents in connection with public services presently being provided by and/or through local government. This survey is not part of any political campaign; and, your responses to our questions will remain totally confidential. Would you kindly take a few minutes to respond to our questionnaire?

Issues and Core Values

1.0 Is there a **Local Issue** you are especially concerned about today?

YES	NO
42%	58%
38%	62%

1.1 [If **YES**, ask] "What is the top local issue that concerns you today?"

30%	Closure of Doctors Hospital
18%	Crime
7%	Trash
5%	Garbage
4%	Trains (hazardous and whistles)
4%	Local economy & jobs
4%	Street maintenance
2%	Local taxes & fees
26%	Miscellaneous

- 2.0 I will now READ a list of **local issues** that MAY or MAY NOT be of concern to local residents today. After I read each one, please tell me whether the issue is something that is of **HIGH** concern, **SOME** concern, of **NO CONCERN** to you at all?

[Note to callers: Please use the following scale when recording the respondent's answers:]

1=of **high** concern, 2=of **some** concern, 0=of **no concern** at all.

High	Some	No	Refused	Total	
37%	44%	19%	0%	100%	2.1 Crime in the City of San Pablo
29%	44%	24%	3%	100%	
18%	34%	47%	1%	100%	2.2 Traffic congestion in San Pablo
13%	27%	58%	2%	100%	
46%	37%	15%	2%	100%	2.3 Local economy & jobs
29%	33%	33%	5%	100%	
42%	34%	19%	5%	100%	2.4 Need for improved services for Seniors who reside in San Pablo
38%	40%	20%	2%	100%	
36%	42%	21%	1%	100%	2.5 Need for improved street maintenance throughout the City
22%	47%	29%	2%	100%	
39%	33%	28%	0%	100%	2.6 Need for more Recreation Programs, Facilities, or
22%	38%	36%	4%	100%	Parks provided through the City
40%	29%	28%	3%	100%	2.7 Local taxes and User fees are too high
33%	11%	47%	9%	100%	
43%	34%	22%	1%	100%	2.8 Need to address the growing crisis of CHILDHOOD OBISITY
31%	38%	29%	2%	100%	in San Pablo
29%	32%	38%	1%	100%	2.9 Lack of retail shopping opportunities in San Pablo
16%	33%	49%	2%	100%	
59%	22%	15%	4%	100%	2.10 The quality of education being provided to <u>local</u> students in the
29%	31%	31%	9%	100%	public school system
9%	30%	59%	2%	100%	2.11 Too much growth and development in San Pablo
9%	31%	60%	0%	100%	

Attitudes that underlie Opinions and drive Decision-making among Constituents

3.0 Now, I would like to ask whether you agree or disagree with several statements related to the City of San Pablo. When responding, please use the following scale:

- 1 = I strongly disagree
 2 = I somewhat disagree
 3 = I don't really agree or disagree, unsure or neutral
 4 = I somewhat agree
 5 = I strongly agree

NOTE TO INTERVIEWER:
 ROTATE the order in which you read the list of local concerns, 3.1 thru 3.6

3.1 San Pablo is a **great community**; I am happy to be a resident.

Strongly Agree	Somewhat Agree	Don't Agree nor Disagree	Somewhat Disagree	Strongly Disagree
		[DON'T NOT READ]		
49%	39%	1%	7%	4%
49%	33%	0%	7%	11%

3.2 **Emergency Medical Services** are lacking for San Pablo residents.

Strongly Agree	Somewhat Agree	Don't Agree nor Disagree	Somewhat Disagree	Strongly Disagree
		[DON'T NOT READ]		
30%	26%	6%	23%	15%
18%	24%	16%	24%	18%

3.3 **Childhood obesity** has become a crisis in San Pablo; thus, something has to be done to help local youth.

Strongly Agree	Somewhat Agree	Don't Agree nor Disagree	Somewhat Disagree	Strongly Disagree
		[DON'T NOT READ]		
46%	25%	5%	13%	11%
29%	22%	15%	18%	16%

3.4 City officials should continue with their efforts to **turn San Pablo into a center for HEALTH CARE** in western Contra Costa County

Strongly Agree	Somewhat Agree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Disagree	Strongly Disagree
68%	21%	2%	6%	3%
56%	18%	4%	15%	7%

3.5 Taxes are already too high. I would never vote for a tax increase.

Strongly Agree	Somewhat Agree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Disagree	Strongly Disagree
47%	19%	6%	13%	15%
38%	9%	9%	13%	31%

3.6 **Senior services** are essential, thus, are part of what local government **MUST** provide to seniors who reside in San Pablo.

Strongly Agree	Somewhat Agree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Disagree	Strongly Disagree
65%	25%	3%	4%	3%
51%	29%	9%	9%	2%

Satisfaction Scores

4.0 The next series of questions has to do with how satisfied you are with the **quality of life** you experience as a resident of San Pablo.

4.1 Overall, how satisfied are you with the quality of **City-sponsored programs & services** available to the residents of San Pablo? [Note: clarify if necessary, "local government services."]

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure [DO NOT READ]	Somewhat Dissatisfied	Extremely Dissatisfied
16%	62%	5%	12%	5%
13%	60%	11%	11%	5%

4.2 How satisfied are you with the San Pablo **public library** facilities and resources available to local residents?

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure [DO NOT READ]	Somewhat Dissatisfied	Extremely Dissatisfied
24%	45%	11%	13%	7%
34%	42%	13%	2%	9%

4.2a Would you like to see the San Pablo Public Library facilities expand with a newer facility and more resources available to local residents?

86%	82%	YES
10%	16%	NO
4%	2%	No opinion either way [Do NOT READ this alternative response]
0%	0%	refused [Do NOT READ this alternative response]

4.3 How satisfied are you with the **City-owned parks, trails, and recreation facilities** available to the residents of San Pablo; for example, the Wildcat Creek Trail, which is part of the Bay Trail?

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure	Somewhat Dissatisfied	Extremely Dissatisfied
		[DO NOT READ]		
22%	52%	11%	10%	5%
31%	51%	13%	5%	0%

4.4 How satisfied are you with the **level of street maintenance** throughout the City of San Pablo?

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure	Somewhat Dissatisfied	Extremely Dissatisfied
		[DO NOT READ]		
16%	47%	1%	21%	15%
38%	31%	2%	16%	13%

4.5 How satisfied are you with the **manner in which you are treated** when you have dealings with City government employees, either over the phone or when you visit City Hall to take care of personal business?

Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/Unsure	Somewhat Dissatisfied	Extremely Dissatisfied
		[DO NOT READ]		
27%	47%	11%	9%	6%
29%	33%	16%	7%	15%

San Pablo, Newest All-America City

5.0 The City of San Pablo recently received a high honor from the National Civic League.

5.1 Before today's interview, were you aware of this fact?

27%	51%	YES	
73%	49%	NO	
0%	0%	Not sure	[Do NOT READ this alternative response]
0%	0%	refused	[Do NOT READ this alternative response]

5.2 I will read a brief list of awards that Cities can earn. Please tell me, if you can, the name of the award the City of San Pablo recently received?

24%	31%	The All America City Award	
16%	5%	The Cultural Diversity Award	
3%	2%	The Municipal Excellence Award	
6%	11%	The WIMG (Women in Municipal Government) Leadership Award	
50%	49%	Don't Know	[DO NOT READ this option]
1%	2%	Refused	[DO NOT READ this option]

5.3 The award granted to the City of San Pablo last month by the National Civic League was the **All-America City Award**. This is the oldest community recognition program in the nation. It recognizes Cities whose citizens work together to identify and tackle community-wide challenges and achieve uncommon results. San Pablo earned this award for its efforts toward making San Pablo the **City of Healthy Choices**.

In your opinion, as a resident of San Pablo, how significant is this award?

Highly	Somewhat	No Opinion	Not Very	Not at all	Refused
50%	34%	2%	5%	9%	0%
40%	38%	4%	11%	7%	0%

5.3a City officials plan to leverage this award to **attract new health-related**

businesses and organizations to San Pablo; thus, enhancing the health services available to local residents AND simultaneously creating new high-paying jobs. Do you AGREE or DISAGREE that this is an appropriate use of the All-America City Award. And, would that be...

Strongly Agree	Somewhat Agree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Disagree	Strongly Disagree	Refused
60%	32%	3%	4%	1%	0%
56%	35%	0%	7%	0%	2%

5.3b City officials also plan to use this award to encourage local stores and restaurants to promote the sale of healthy foods and beverages, in order to address the growing crisis of **childhood obesity** in San Pablo. Do you AGREE or DISAGREE that this is an appropriate use of the All-America City Award. And, would that be...

Strongly Agree	Somewhat Agree	Don't Agree nor Disagree [DON'T NOT READ]	Somewhat Disagree	Strongly Disagree	Refused
60%	24%	2%	5%	9%	0%
45%	36%	2%	4%	13%	0%

Changing the City Clerk and City Treasurer from an Elected to an Appointed Position

6.0 Today, in the City of San Pablo, the **City Clerk** and **City Treasurer** are ELECTED positions, much like City Council. For most cities throughout California and the United States these positions are APPOINTED by City Council. In fact, of the 478 cities in California, nearly 75% of all City Clerks and 65% of City Treasurers are appointed; not elected positions.

The reason for this shift away from being ELECTED positions to being APPOINTED positions is that BOTH positions have become highly technical through the years. Candidates for City Clerk and City Treasurers MUST meet professional standards; these positions are NO LONGER 'political' in nature, as in the past...and they have no policy-making authority. Instead, their responsibilities are now based upon such factors as **training, experience, formal education, and professional certifications**. Beyond that, it costs the City approximately \$20,000 every four years to conduct these elections; thus, making a shift from elected to appointed positions represent a significant cost reduction to the City.

However, to change the City Clerk and City Treasurer from elected to appointed positions requires, by law, authorization from the local electorate; therefore, City officials are considering placing an Initiative on the November 2014 ballot...asking San Pablo voters to weigh in on this matter. So, my question is this...

- 6.1 If such a Measure were to be placed on the November 2014 ballot, would you vote YES or NO on a Measure asking voters to authorize changing the position of City Clerk and City Treasure from an **ELECTED** position to an **APPOINTED** position? And, would that be...

21%	25%	<u>Definitely</u> YES	[SKIP to Q7.0]
13%	22%	<u>Probably</u> YES	[SKIP to Q7.0]
6%	11%	Unsure/DK	[DO NOT READ this option] [SKIP to Q7.0]
30%	11%	<u>Probably</u> NO	[ASK Q6.2]
28%	31%	<u>Definitely</u> NO	[ASK Q6.2]
2%	0%	Undecided/Refused	[DO NOT READ this option] [ASK Q6.2]

- 6.2 Since you said you would [probably vote NO; definitely vote NO, are undecided] on changing the position of City Clerk and City Treasurer from an ELECTED to an APPOINTED position, would you mind telling me why?
[NOTE to surveyors: Please record the respondent's answer in the space provided below].

66%	People choose, democracy, diversity
19%	Too much power to City Council/Nepotism
5%	Need more information
5%	Leave it alone
5%	Miscellaneous

Preferred Site to Relocate DMC

7.0 **Doctors Medical Center**, which is located in downtown San Pablo adjacent to the Lytton (**NOTE: pronounced Litton**) Casino, has fallen on hard times. The medical center is owned and operated by the **West Contra Costa Healthcare District**, which is a Special District with taxing authority; in fact, it placed a funding Measure on the ballot in May 2014, which failed. As a result, unless they can generate \$15 million for the ailing hospital soon, the likelihood is high that the medical facility AND emergency room will be forced to close its doors.

Local seniors and the disenfranchised citizens of San Pablo **DEPEND** on **Doctors Medical Center** for their medical care; the nearest public hospital to Doctors Medical Center is 30 miles away, in Martinez.

One of the problems facing Doctors Medical Center is that the facility is outdated and its medical equipment is old and in need of being replaced. Further, it operates with a deficit of \$19 million annually and would cost a minimum of \$50 million to retrofit the

existing hospital in order to meet today's seismic standards to protect against catastrophic damage due to an earthquake. Therefore, something has to be done to alleviate this set of problems...

- 7.1. One proposal under consideration is to vacate the existing medical facility and construct a brand new, state-of-the art emergency care or urgent care center at a different location; specifically on the Circle S property only blocks away from its present site. Another proposal under consideration calls for the existing medical facilities to be torn down and replaced with state-of-the-art medical facilities on the site where Doctors Medical Center presently stands.

Which approach would you support? Specifically, do you believe the existing medical center should be vacated and a brand new medical center constructed on a **nearby site**; or, would encourage the owners of Doctors Medical Center to **stay where they are** AND replace the existing medical center with state-of-the-art buildings and medical equipment?

31%	33%	Move to the new site only blocks away from its present location AND construct a brand new state-of-the art emergency care or urgent care center on the Circle S property.
49%	40%	Tear down much of the existing medical center AND replace it with state-of-the-art medical facilities on the site where the medical center presently exists.
13%	13%	No preference [Do NOT READ this alternative response]
7%	14%	refused [Do NOT READ this alternative response]

Use of Present DMC Site, if the Medical Center Moves to a New Location

8.0 Should **Doctors Medical Center** be relocated to the Circle S project site, the property where the medical facility presently sets could be used for a variety of purposes. City officials are entertaining the possibility of developing this site, which is located adjacent to the Lytton Casino (**Note to callers: pronounced Litton**), into a multi-use, business and housing development. This would have two sets of benefits for San Pablo residents.

First, it would provide new mixed-use development such as a hotel, additional shopping, and other commercial activities for local residents, including new housing; second, and far more important, it would create jobs. So, my question is this...

Assuming Doctors Medical Center vacates its present location and constructs a new state-of-the-art emergency care or urgent care center on the Circle S property, should San Pablo officials be encouraged to develop the former DMC site as a **mixed-use development**?

65%	60%	Yes	[ASK 8.1]
26%	25%	No.	[SKIP TO 8.2]
6%	13%	No Opinion	[Do NOT READ this alternative response; SKIP to 9.0]
3%	2%	refused	[Do NOT READ this alternative response; SKIP to 9.0]

Note: The WHYS (below) will NOT add up to 100%; some respondents gave multiple reasons

8.1 [If YES] Why?

63%	Economic development good – create jobs
18%	Do not move hospital
14%	Need housing
7%	Do not let Casino take over
7%	Entertainment good
11%	Miscellaneous

8.2 [If NO] Why?

61%	Keep hospital where it is
10%	Too much vacant property not being used now
6%	Too expensive/no long term gains
4%	Create traffic congestion
4%	Do not let Casino take over
3%	Clean up the management at the hospital
12%	Miscellaneous

Level of Optimism about the Future

9.0 When looking to the future, are you **optimistic** and have a sense that “**good things**” are happening in San Pablo that will create additional jobs and enhance the overall *quality of life* for local residents; or, are you **pessimistic** about the future of San Pablo, with respect to its ability to attract new business, create new jobs, and take positive steps towards enhancing the *quality of life* for local residents?

72%	64%	Optimistic ; Good things are happening and will continue to improve, over time.
22%	16%	Pessimistic about the future and the City’s ability to enhance the overall <i>quality of life</i> for local residents.
6%	20%	No opinion [Do NOT READ this alternative response]
0%	0%	refused [DO NOT READ]

Information Seeking Vehicles

10.0 There are various **communication channels** that local residents might use to secure information regarding City services in San Pablo, City-sponsored activities and programs, and local public issues. I will read a list of several communication outlets. After I read the list, please tell me your **MOST PREFERRED**, then your second most preferred, method of securing this type of information. Do you prefer...

NOTE TO CALLERS: Place “1” next to most preferred, and “2” next to second most preferred

1 st	2 nd	Total	
23%	21%	44%	10.1 Visiting the City of San Pablo’s web site
22%	11%	33%	
10%	6%	16%	10.2 San Pablo <i>e-news</i>
7%	2%	9%	
2%	4%	6%	10.3 Phoning into the City offices at City Hall
2%	0%	2%	
10%	12%	22%	10.4 Through social media, such as Facebook, Twitter, and the like.
		4% 7% 11%	
4%	6%	10%	10.5 Personally visiting City Hall
2%	2%	4%	
5%	7%	12%	10.6 Attending Public Informational meetings
4%	7%	11%	

1 st	2 nd	Total	
34%	15%	49%	10.7 Direct Mail to your residence
36%	7%	43%	
9%	12%	21%	10.8 One of the local newspapers (NOTE TO CALLER: if YES, go on
18%	31%	49%	to Q10.8a; if not a preferred source, skip to Q10.9)
			10.8a. Would that be:
			Contra Costa Marketplace
			Oakland Tribune
			City and EDC Quarterly Newsletter
			West County Times
			San Francisco Chronicle
			San Pablo's Recreation Activity Guide
3%	4%	7%	10.9 Other
4%	4%	8%	

Identifying Opinion Leaders

11.0 Do you subscribe to a **daily newspaper**?

29%	YES	ASK Q11.1
71%	NO	SKIP to Q12.0

11.1 When you read the newspaper, do you usually just **skim** the paper?

OR do you **read some of the paper carefully?**

OR do you **read most of the paper carefully?**

16%	usually just skims the paper
26%	reads <u>some</u> of the paper carefully
56%	reads <u>most</u> of the paper carefully
2%	DK/unsure/Refused [Do not read this option]

12.0 Do you subscribe to a news magazine such as Time, Newsweek, or US News and World Report?

10%	YES	ASK Q12.1
90%	NO	SKIP to Q13.0

12.1 When you read the news magazine, do you usually just **skim** the magazine?

OR do you **read a few articles carefully?**

OR do you **read many articles carefully?**

13%	usually just skims the magazine
37%	reads <u>some</u> of the magazine carefully
43%	reads <u>most</u> of the magazine carefully
7%	DK/unsure/Refused [Do not read this option]

13.0 Which of the following two statements most closely applies to you? Would you say...

39%	<i>"I have very high personal aspirations."</i>
	OR, would you say
58%	<i>"I am basically satisfied with my current achievements."</i>
3%	DK/unsure/neither/depends/refused [Do not read this option]

14.0 Do you spend time on Facebook or Twitter? If so, do you spend a few minutes a week, a few minutes a day, or a significant amount of time, daily, on Facebook or Twitter?

47%	I spend NO TIME on Facebook or Twitter
15%	A few minutes a <u>week</u>
25%	A few minutes a <u>day</u>
13%	I spend a significant amount of time , <u>daily</u> , on Facebook or Twitter
0%	DK/unsure/neither/depends/refused [Do not read this option]

15.0 Which of the following two statements most closely applies to you? In general, would you say...

78%	<i>I have a very favorable attitude toward 'change;' I like change."</i>
17%	OR, would you say
5%	<i>"I prefer keeping things as they are; I don't really like a lot of change."</i>
0%	DK/unsure/neither/depends/refused [Do not read this option]

16.0 Which of the following two statements most closely applies to you? In general, would you say...

35%	<i>"I have <u>many</u> close friends and acquaintances."</i>
62%	OR, would you say
2%	<i>"I have <u>just a few</u> close friends and acquaintances."</i>
1%	DK/unsure/neither/depends/refused [Do not read this option]

17.0 Which of the following two statements most closely applies to you? In general, would you say...

21%	<i>"I am <u>very favorable</u> toward the responsible use of credit and borrowed money."</i>
	OR, would you say
75%	<i>"I <u>prefer to avoid</u> using borrowed money and avoid relying too much on credit."</i>
4%	DK/unsure/neither/depends/refused [Do not read this option]

Demographics

Finally, I have a few brief questions about you. I will read several response categories. Please tell me when I read the category that applies to you.

18.0 How long have you lived in San Pablo?

20%	20%	0 to 5 years
15%	7%	6 to 10 years
34%	18%	11 to 25 years
30%	55%	Over 25 years
1%	0%	Refused

19.0 Do you own or rent your home?

40%	20%	Rent
57%	73%	Own
3%	7%	Refused

20.0 Where do you reside in San Pablo?

9%	16%	East of I-80/San Pablo Hills
9%	7%	Old Town, south of Brookside
43%	24%	North San Pablo, Leroy Heights, Contra Costa College
31%	38%	West I.80, Casino Hospital area, City Hall
8%	15%	Refused

21.0 How many school-age children do you have living at home under the age of 18?

72%	89%	none
11%	7%	one
11%	2%	two
4%	2%	three or more
2%	0%	Refused

22.0 How many years of school have you completed?

8%	7%	less than High School
22%	29%	High School graduate (or Trade School)
31%	22%	Some college
27%	24%	college graduate
10%	16%	Graduate school, Professional school
2%	2%	Refused

23.0 Using the traditional political labels would you describe yourself as **liberal**, **moderate**, or **conservative**?

39%	33%	Liberal
31%	38%	Moderate
22%	22%	Conservative
8%	7%	Refused

24.0 Into what range does your annual household income fall?

24%	16%	under \$25,000
34%	31%	between \$25,000 and \$50,000
16%	20%	between \$50,000 and \$75,000
9%	6%	between \$75,000 and \$100,000
6%	9%	over \$100,000
11%	18%	Refused

25.0 With respect to age, in which of the following categories do you fall?

17%	2%	8 to 30 years
10%	2%	31 to 40 years
13%	5%	41 to 50 years
27%	18%	51 to 65 years
30%	71%	Over 65 years
3%	2%	Refused

26.0 What is your ethnic background?

29%	56%	White or Caucasian
23%	13%	Hispanic/Latino
28%	16%	African American or Black
1%	4%	Native American/Alaskan Native
3%	4%	Native Hawaiian & other Pacific Islander
9%	7%	Asian
7%	0%	Other

Thank the interviewee for participating in the survey and politely say "Good-bye."

DO NOT READ THE FOLLOWING QUESTIONS; SIMPLY RECORD THE INFORMATION.

27.0 Voting Propensity?

21%	20%	High propensity
42%	53%	Moderate propensity
37%	27%	Low propensity

28.0 Gender of respondent?

53%	53%	Female
47%	47%	Male

July 2014

Addendum C

Research Design and Methodology

The present research effort adheres strictly to “**The Scientific Method**,” as do all SRI studies.

The telephone survey was comprised of N=400 completed interviews of all voters in the City of San Pablo. At 95% confidence level, an N=400 yields *sampling error* of $\pm 4\%$ to 5%.

Thus, the *findings* from the present research effort are highly “representative” of the population(s) from which the sample was drawn.

By working closely with the City, SRI researchers were able to create a research instrument (questionnaire) tailored to the needs and expectations of the client.¹ The research instrument was then “pre-tested”; appropriate adjustments were made; and the survey was entered into the field, full force. Of course, special care was taken to ensure that appropriate measurement scales were employed in order to maximize both the *reliability* and *validity* of the responses.

Data collection continued from July 9 through July 16 2014. After the data were gathered, they were analyzed using a statistical package called SPSS, which accommodates the application of both **descriptive** and **advanced** statistical analyses. We then created the appropriate graphs, charts, and tables; finally, we prepared the present document for use by the Client.

Should additional analysis and/or interpretation of the “*findings*” be desired by the Client, SRI will happily do so and in a timely fashion.

¹ **Addendum ‘A’** contains the final research instrument (questionnaire) showing percentages for each of the questions incorporated into the study.